

NorthlandNZ.com Featured Listings 2021-2022

Owned by Northland Inc, NorthlandNZ.com is the flagship destination website for the Northland region. The website received 360,000 Pageviews for the year ending June 2021.

All marketing, social media and Northland Style campaign activity drives traffic back to landing pages on NorthlandNZ.com with links through to business listings, generating more visibility for products and services listed on the website. The "Things to do" and "Accommodation" pages, which house the business listings, collectively accounted for over 40% of all pageviews to the "Visit" section of the website in the year ending June 2021.

NorthlandNZ.com content includes:

- Northland Journeys maps, cycle trails and walking routes
- Reasons to visit – our culture, climate, coastlines
- "Things to do" and "Accommodation" listings
- Must Do's and Travel Tips
- Transport options, What's-On highlights
- and much more ...

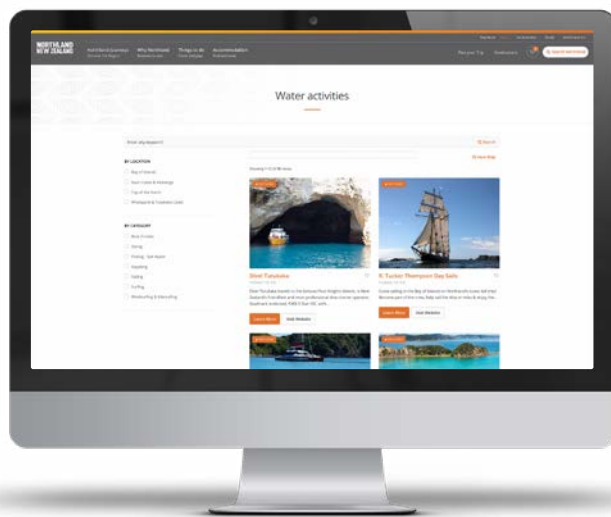
GETTING LISTED

Tourism businesses that are listed on NewZealand.com (Tourism New Zealand's website), will also have a free listing on www.NorthlandNZ.com via an automatic data feed. You have an option to upgrade this free listing to a **FEATURED LISTING**.

Not all tourism related businesses fulfil the Tourism New Zealand registration criteria, these include restaurants, bars, cafes, specialty food & beverage, galleries, markets and 'free entry' establishments. These businesses will need to take the **Special FEATURED LISTING** option to be listed on NorthlandNZ.com, and supply content directly to cheryl@bigfish.nz for manual entry. See Terms and Conditions for further information.

★ FEATURED LISTINGS

For the annual fee of \$200+GST you can upgrade your standard listing to a **FEATURED** Listing. **FEATURED** listings rotate at the **top** of all search results relevant to your product, and in all categories your product is listed in, maximising the number of potential visitors that see your business listing. You get all the benefits of listing on NorthlandNZ.com **PLUS** the increased visibility of being among the first listings to appear.



If you have a current **FEATURED** Listing on NorthlandNZ.com, you will automatically receive a renewal invoice for the contract year 1st October 2021 to 30 September 2022.

★ ANNUAL FEATURED LISTING RATE

Featured Listing	\$200
Additional Product(s)	\$60
Special Featured Listing	\$200

All prices exclusive of GST

FEATURED Listing rates are based on the contract year commencing 1 October 2021. However, listings can be started at any time of the year at a pro-rata rate.

All website listings include:

- Email & phone number(s)
- Website link
- Physical address
- Summary and extended description
- Pricing and opening hours
- Social media links
- TripAdvisor link
- Google map
- Book Now button (linking to your booking calendar)
- Image gallery and video

BUSINESS LISTING ORDER

★ **FEATURED** Listings show first in all relevant categories and searches, followed by the free standard listings which are displayed alphabetically.

Tourism New Zealand research shows 42% of New Zealanders look to online travel and destination websites when deciding where to go on holiday

Source: www.tourismnewzealand.com

For information or to make a booking contact:
cheryl@bigfish.nz | 027 255 5487

Terms & Conditions

PAYMENT TERMS

- This advertising Agreement is made between Big Fish Creative Ltd (bigfish) and the party who made the booking (the 'Advertiser')
- By entering into this advertising Agreement, you agree that all accounts will be paid by the due date stated on the invoice
- A tax invoice will be sent by email to the Advertiser
- Account for payments:
Big Fish Creative 02-0492-0141888-00
- Trading Name and invoice number are required on all payments
- All accounts not fully paid by the due date or agreed date will incur a 10% late payment penalty fee after the first month overdue
- A renewal invoice will be automatically sent by email in September each subsequent year unless otherwise notified
- Any costs including debt collection agency costs and/or legal costs relating to the collection of unpaid debts shall be payable by the Advertiser
- If the Agreement is made with the trustee of a Trust, you accept personal liability for all obligations and liabilities under this Agreement
- Where the Advertiser is a limited liability company, the directors of that company at the time of the advertising Agreement are responsible for all obligations and liabilities under this Agreement
- If the Advertiser has a change of ownership the Advertiser must notify bigfish in writing and agrees that full payment for all outstanding accounts will be made prior to the settlement date for change in ownership or sale of the business

IMPORTANT:

- In order to be listed on NewZealand.com and NorthlandNZ.com, eligible businesses need to first register with Tourism New Zealand at <https://register.newzealand.com> and follow the instructions. Once registered, you can then create your product listing
- Updates to your listing text or images are made via your account at <https://register.newzealand.com>
- Tourism New Zealand requires all businesses to log in at least annually, otherwise the listing will be deactivated. It is your responsibility to ensure this is done. If your listing has disappeared, you need to log in to your account to reactivate it

SPECIAL FEATURED LISTINGS

Not all tourism related businesses fulfil the Tourism New Zealand registration criteria, these include restaurants, bars, cafes, specialty food & beverage, galleries, markets and 'free entry' establishments. Businesses in these categories will need to take the Special FEATURED LISTING option and supply content directly to cheryl@bigfish.nz for manual creation of a listing on NorthlandNZ.com.

LISTING CONTENT REQUIREMENTS:

- Name of product to be listed – this should match the name of the product on your website
- Email & phone number(s)
- Website URL
- Physical address (If you don't operate your business from a set physical address, please enter a pick-up point or the best point of reference for visitors as your map location.)
- Logo
- Summary description in a WORD doc (max 150 characters or 24 words)
- Full product information in a WORD doc (max 2500 characters or 350 words)
- Pricing and opening hours (optional)
- Social media URL's
- TripAdvisor URL
- URL of your booking calendar on your website
- 3 to 10 high quality landscape format images (jpeg). Max 2MB per image. Send via WeTransfer.
- Link to a single YouTube video (optional)

NorthlandInc

Growing Northland's Economy
Kia tupu ai te ōhanga o Te Tai Tokerau

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