

# Te Tai Tokerau Northland

## VISITOR MAP

The Te Tai Tokerau Northland Visitor Map is an appealing visual introduction to the Taitokerau Northland region and accompanies the Te Tai Tokerau Northland Visitor Guide to help to position our region as the destination of choice for visitors.

The Visitor Map was successfully launched in Autumn 2022 with 50,000 copies printed. Over the past twelve months it has flown off the shelves through our distribution network and received great feedback. This year's version will be published in early July 2023 to coincide with the opportunity provided by the upcoming FIFA Women's World Cup.

Bringing together appealing imagery, business listings and travel planning inspiration such as the Northland Journeys, the Te Tai Tokerau Northland Visitor Map increases awareness of the region's extensive visitor attractions and experiences, and subsequently drives traffic back to a dedicated landing page on [NorthlandNZ.com](https://NorthlandNZ.com) where visitors can find further information to plan their trip.

The Marketing Package offered for this key piece of visitor collateral provides a range of extended benefits, integrating print and digital exposure for participating businesses.



### NorthlandInc

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

For information or to place a booking contact:  
E: [cheryl@bigfish.nz](mailto:cheryl@bigfish.nz) P: 027 255 5487 W: [www.bigfish.nz](http://www.bigfish.nz)

**bigfish**

# ADVERTISING PACKAGE

## Printed map business listing

Each advertiser has a business listing on the reverse side of the printed map. The listings are created by bigfish in a uniform style, giving a clean and modern appearance.

Printed map business listings include:

- Business or product name
- Primary phone number
- Website or Facebook Page
- Email
- Summary description
- Logo or image
- Location identifier corresponding to the business' location on the main map

**NOTE:** The information for the printed map business listing to be supplied to [narrelle@bigfish.nz](mailto:narrelle@bigfish.nz)

See: [Printed Map business listing requirements](#).

## Landing page business listing

The printed visitor map will encourage visitors to discover more information online via a QR that links to a **dedicated** Visitor Map landing page on [NorthlandNZ.com/visit](http://NorthlandNZ.com/visit) where advertiser's business listings are displayed.

Landing page business listings include:

- Email address
- Phone number
- Physical address
- Product or business summary description
- Product or business full description
- Website link
- Booking link
- Social media links
- Image gallery
- Logo

**NOTE:** The landing page will display your current product listing on [NorthlandNZ.com/visit](http://NorthlandNZ.com/visit). If you do not have a current product listing on [NorthlandNZ.com](http://NorthlandNZ.com), see Landing page business listing requirements below.

## Printed map business listing example



### Sage Restaurant at Paroa Bay Winery

7F

46 Otamarua Road, Russell P: 09 403 8270

E: [sage@paroabay.com](mailto:sage@paroabay.com) W: [www.thelindisgroup.com](http://www.thelindisgroup.com)

We do not have to look far for inspiration at Sage, our restaurant at Paroa Bay Winery. From the end of the fishing line cast into the Bay of Islands to the orchard doors of our suppliers, our locally grown and sourced ingredients combine seamlessly into a refreshingly creative New Zealand take on cuisine.



## Landing page business listing example



## Northland Inc promotional marketing inclusions:

- Advertisers will be included in a minimum of two pieces of social media content across the year
- Advertisers will receive preferential inclusion in Northland Inc's promotional marketing opportunities

**\$495** plus GST

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# KEY DATES AND INFORMATION

Print quantity 50,000

Booking deadline 31 May 2023

Distributed July 2023 to:

- Taitokerau Northland isite Information Centres: Paihia, Kaitiāia, Opononi, Whangārei
- Available to all other isite Information Centres nationally
- Bay of Islands Airport
- VisitorPoint Northland Circuit display stands (Auckland to Kaitiāia)
- VisitorPoint Auckland Circuit display stands
- Freely available to all Taitokerau Northland accommodation providers and tourism attractions
- Online at [NorthlandNZ.com](https://NorthlandNZ.com)



## BOOKING CONFIRMATION

Name:

Business name:

Product name:

Business phone number:

Mobile phone number:

☐

I will pay on Invoice

☐

I will pay by Automatic Payment in 3 interest free monthly instalments

☐

I have a current listing on NorthlandNZ.com

☐

I do not have a current listing on NorthlandNZ.com

☐

I will create a listing myself at no extra charge

☐

I will pay \$25+GST for bigfish to load my listing for me

☐

I have read the Terms & Conditions

Email a screenshot or scan of your booking confirmation to [cheryl@bigfish.nz](mailto:cheryl@bigfish.nz)

# CONTENT REQUIREMENTS

## Printed Map business listing

**All advertisers to supply the following information by Thursday 1 June 2023**

- Business or product name
- Primary phone number
- Website OR Facebook Page URL
- Email
- Summary description (max 45 words)
- Image (jpg) OR logo (eps, png or jpg)

## Landing page business listing

**If you do not have a current web listing on NorthlandNZ.com you will need to create one:**

Bookable tourism product listings should be created through the [NewZealand.com business database](#).

Non-bookable (i.e. food and beverage, retail, free attraction) business listings should be created through the [NorthlandNZ.com member portal](#).

**Listings must be live by Wednesday 14 June 2023**

If you want us to create a listing for you, the charge is \$25+GST. Please supply the following information to [narrelle@bigfish.nz](mailto:narrelle@bigfish.nz) by Thursday 1 June 2023.

- Business or product name
- Email address (optional)
- Main phone number
- Address
- Summary description (max 40 words)
- Full description (max 120 words)
- Logo - supplied as jpg, jpeg or png
- Website URL
- Facebook and/or Instagram URL (if applicable)
- TripAdvisor ID (if applicable)
- Up to 10 landscape images - supplied as jpegs. File size 500KB to 2MB

# TERMS AND CONDITIONS

## Content

The advertiser warrants that all supplied content is accurate in all detail and does not breach any copyright, trademark or Fair Trading Act provision.

Supplied images must not be embedded in a Word document or in the body of an email, but must be supplied as email attachments or sent via WeTransfer to [narrelle@bigfish.nz](mailto:narrelle@bigfish.nz)

Images are to be landscape format, file size 500 KB to 2 MB.

## Advertising Agreement

- 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
- 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