

# Bay of Islands Visitor Map 2024



Back by popular demand

**LIMITED SPACES AVAILABLE**

The Bay of Islands Visitor Map is an essential tool used by the Bay of Islands isite Visitor Information Centre and is hugely popular with visiting holidaymakers.

- Distributed throughout the area and at all VisitorPoint outlets between Auckland and the Top of the North.
- Available in Paihia, Kaitāia, Hokianga and Whangārei isites and other local booking offices.
- Provided free to accommodation providers and other Bay of Islands outlets to have available for customers.
- The Bay of Islands area map on Side A extends from Kāeo to Kaikohe, and from Takou Bay to Oakura. Side B features maps of Kerikeri, Paihia/Waitangi and Russell.
- Includes attractions, walking tracks, cycle tracks, reserves and other local highlights and amenities.
- Adverts are tagged with a grid reference number to identify the business' location on the Bay of Islands area map (Map A).
- It's A2 size, folded to DL makes it very practical and convenient to carry around.
- Print run 30,000

## DISTRIBUTION

- Northland isite Information Centres: Paihia, Kaitāia, Hokianga.
- Whangārei Information Centres.
- Bay of Islands Airport.
- VisitorPoint Northland Circuit display stands from Auckland to the Far North.
- Available free of charge to all other independent information centres in Northland.
- Available free of charge to all Bay of Islands accommodation providers, cafés, restaurants, retail outlets and other tourism related businesses.

For more information or to place a booking contact:

Narrelle E: narrelle@bigfish.nz P: 021 466 812  
Cheryl E: cheryl@bigfish.nz P: 027 255 5487

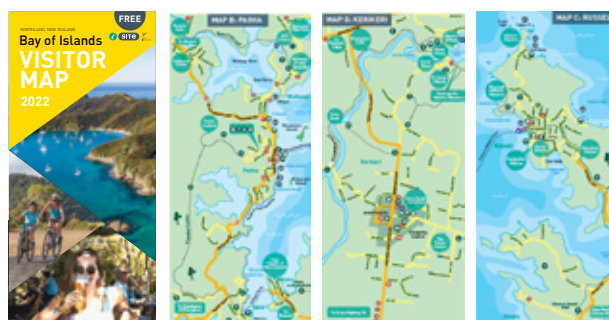
## ADVERTISING RATES

<b>Standard advert</b> (92 x 49mm)	\$400
<b>Double advert</b> (92 x 100mm)	\$800
<b>DL panel</b> (92 x 202mm)	\$1440
<b>Back cover</b> (92 x 202mm)	\$1600

- At time of booking you can nominate to pay your account by Automatic Payment over 3 consecutive months
- Additional charges for custom design POA
- All prices exclusive of GST

## DEADLINES:

<b>Sales close:</b>	<b>26 September 2023</b>
<b>Template advert content:</b>	<b>27 September 2023</b>
<b>Print Ready:</b>	<b>27 September 2023</b>
<b>Distribution:</b>	<b>November 2023</b>



## SPECIFICATIONS, TERMS & CONDITIONS

# Bay of Islands Visitor Map 2024

**Booking Deadline: Tuesday 26 September 2023**

### AD DIMENSIONS

**Standard ad:** 92mm (w) x 49mm (h)

**Double ad:** 92mm (w) x 100mm (h)

**DL panel:** 92mm (w) x 202mm (h)

**Back cover:** 92mm (w) x 202mm (h)

### A) TEMPLATE ADVERTISEMENTS

**Content Deadline: 27 September 2023**

**Email to [narrelle@bigfish.nz](mailto:narrelle@bigfish.nz)**

- Product description (max 70 words).
- 1 x portrait image OR 2 x landscape images.
- 1 x logo (pdf or eps format).
- Contact details: address, phone, email, website.
- Images must not be embedded in a Word document or in the body of an email but must be supplied as **attachments** in high resolution (300dpi) tiff or jpeg files or via WeTransfer.

### B) PRINT READY ADVERTISEMENTS

**Material Deadline: 27 September 2023**

**Email to [narrelle@bigfish.nz](mailto:narrelle@bigfish.nz)**

Advertisements should be supplied as:

- Print ready high-res pdf files.
- CMYK colours (no spot colours) and all fonts converted to outlines.

To ensure a high quality production, bigfish reserves the right to decline any substandard material. It is the advertiser's responsibility to ensure they hold the appropriate permissions to use the images submitted.

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

bigfish reserves the right to final control over the design and layout of advertisements and may change the publication format from time to time.

### INCOMPLETE PURCHASES AND CANCELLATIONS

Cancellations cannot be accepted after the **Booking Deadline – 26 September 2023**. Advertising material not submitted by the due date may result in the withdrawal of the space allocation and may incur a charge.

Please note that missing the deadline does not constitute a cancellation, and full payment will be charged.

### ADVERTISING PROOFS

A maximum of **two** proofs will be sent to the advertiser for approval prior to publication. **Thereafter a charge of \$40 per proof will apply.** It is the advertiser's responsibility to proof all content submitted. Proofs not returned to bigfish by the specified date will be deemed to be approved by the advertiser. Non-return of the proof does not constitute a cancellation and full payment will be charged.

### PAYMENT TERMS

- You agree to make payment in full on invoice or to make payments by Automatic Payment. This Agreement is between Big Fish Creative Ltd and the party on the booking form, the 'advertiser'.
- Payments to Big Fish Creative: BNZ 02-0492-0141888-00. Trading name and invoice number required on all payments.
- Accounts must be paid by the due date or agreed date.
- All accounts not fully paid by the due date or agreed date will incur a 10% late payment penalty fee.
- Any costs including debt collection agency costs and/or legal costs relating to the collection of unpaid debts shall be payable by the Advertiser.

**For more information or to place a booking contact:**

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**Cheryl** E: [cheryl@bigfish.nz](mailto:cheryl@bigfish.nz) P: 027 255 5487