

# accomnews

## Digital Media Kit



**accomnews.co.nz** is the leading industry-wide portal providing all of the critical information needed by Accommodation Industry Management, Suppliers and Professionals.



The **accomnews.co.nz** weekly e-newsletter delivers the latest industry updates direct to the inboxes of over 1,900+ industry professionals.



**accomnews.co.nz** delivers the latest industry news, specialist articles, industry forums, product releases, statistics, archives, product and industry profiles and the industry Preferred Supplier's directory.



Keeping Accommodation Industry Professionals Informed.





• hotels • motels • resorts • apartments • student • time share • budget • holiday parks • retirement • management rights

**The no.1 online resource for accommodation industry professionals.**

## Rates & Material Requirements

### Email & Website HomePage + Run of Site

Banners	Size	x1	x2	x3	x6	x12
Title	728x90	980	930	880	780	680
Header	468 x 60	560	530	500	440	390
Panel	300x250	500	470	450	400	350

### Website Only

Banners	Size	x1	x2	x3	x6	x12
Panel	300 x 250	400	380	360	320	280
Large Panel	300x500	650	615	580	520	450
Off Network Targeted* (50,000 Impressions)	300x250 / 728x90	950	900	850	760	660
Mid Article Panel Banner* (20,000 Impressions by section)	300x250	600	570	540	480	420
HomePage Skins Left & Right (1 Week only)	Custom	450 Per Week	570 Per Week	540 Per Week	480 Per Week	420 Per Week

\*Off Network Targeted banners deliver banners to accomnews users on other websites they visit based on the content they view on accomnews.com.au – An example of this is when a user views an article in the management section and then sees the relevant banner on Google Partner Network sites as they continue browsing the web.

\* Mid Article Panel Banners target specific section articles, appearing mid article - *Example only management articles*

## Electronic Direct Marketing Package

EDM sends limited to only 2 per month

1x EDM blast to 1,900+ accommodation industry professionals throughout New Zealand, panel banner 300 x 250 on accomnews.co.nz and newsletter for 4 weeks. Included in the package is the design of the EDM blast and also the panel banner for the website/newsletter. Plus 50,000 off-network impressions (300x250 banner)

**Total Package \$3,000 excl. GST**

## Supplier News

	x1	x2	x3	x6	x12
Supplier/Product Profile (Up to 800 words + 4 images)	450	420	400	360	310
Supplier/Product Profile + Weekly Newsletter	550	510	490	440	380

### Regular Sections:

- Industry
- Management
- Tourism
- Events
- Appointments
- Developments
- Profiles
- Housekeeping
- Safety & Security
- Refurbishment
- Human Resources
- Marketing
- Guest Facilities
- Food & Beverage
- Technology
- Energy & Resources
- Maintenance
- accomproperties
- Preferred Suppliers

## Material Requirements

### Banner Specifications:

All banners are in 'pixels' at 72dpi. Maximum file size of all banners is 150kb. Hyperlinks to be supplied with banner files. Files can be supplied as GIF, JPG, or HTML5. (only GIF/JPG can be used for newsletter and animation of banners subject to client email capability). Banners may be compressed to reduce size if required.



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Note: All prices are per month unless otherwise stated and are excluding GST. Agency commission terms & conditions apply. E&OE