

Got something **BIG** to say?

Launch a new product. Promote an event. Feature a competition. Highlight a special offer.

This is your **BIG** chance to get noticed.

WHAT ARE WRAPS?

Wraps provide a huge and cost-effective way to get your message across.

Wraps are 4 broadsheet pages that wrap the entire New Zealand Herald, and are delivered free to non-subscribing households and businesses in targeted areas of the greater North Island (Taupo North).

Delivery areas subject to The New Zealand Herald's delivery network. Rural deliveries may incur an additional distribution cost.

YOU CAN TARGET YOUR MARKET BY:

- Suburb
- Socio Economic Group
- Business type

Wraps have provided successful results and are perfect for product launches, promotions, events - or just for when you have to something really big to say in a big way.

Organising your wrap is easy - you provide the artwork and decide who is going to receive the wraps, and we do the rest!



Examples of Wraps from 2008/2009

GENERAL SPECIFICATIONS

DIMENSIONS (wrap includes four full pages in colour):

SIZE	DEPTH	WIDTH
Front Page	510mm	380mm (room for Herald masthead at top of page)
Panorama	550mm	780mm
Back Page	550mm	380mm

PAPER STOCK Hi-brite 70gsm newsprint

RATES

Only **\$1.00** per copy excluding GST.
 Minimum order 10,000
 Maximum order 100,000*
 (these can be split over a number of days)

* Depending on availability - wraps can only be delivered on Monday, Tuesday and Thursday.

DATES TO PLAN FOR

Booking deadline:	At least 4 weeks prior to publication date*
Distribution sign off:	At least 10 working days prior to publication date*
Material deadline:	At least 5 working days prior to publication date*

* Timelines are approximate only; final deadlines will be given once booking is confirmed.

Organising your wrap is easy - contact:

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Or your New Zealand Herald Account Manager.



AA 'Must Do Weekend' Wrap – August 2008