

Publicis Mojo Advertising Schedule

Date: 9th June 2009

Client: Ray White Commercial

Contact: Mark Williams

Campaign: NZ Development Site Event

Month: July-August 2009



PUBLICIS · MOJO

Media	week 1	week 2	week 3	week 4
PUBLICATIONS				
National Business Review NZ	w/c 20 July	w/c 27 July	w/c 3 Aug	w/c 10 Aug
1 insertion	Fri 24/7			
NZ Herald				
2 insertions	Sat 25/7		Sat 8/8	
The Star Johannesburg				
1 insertion		Sat 1/8		
Sth China Morning Post				
1 insertion		Wed 29/7		
The Straits Times Singapore				
1 insertion		Tue 28/7		
The Asia Wall St Journal				
1 insertion		Wed 29/7		
Khaleej Times				
1 insertion		Tue 28/7		
Korea Times				
1 insertion		Wed 29/7		
The Australian Financial Review				
1 insertion		Thur 30/7		
The Australian				
1 insertion		Thur 30/7		
The Sydney Morning Herald				
1 insertion		Sat 1/8		
Melbourne Age				
1 insertion			Wed 5/8	
Christchurch Press				
1 insertion			Tue 4/8	
Dominion Post				
1 insertion			Tue 4/8	
Otago Daily Times				
1 insertion			Sat 8/8	
Southern Times				
1 insertion			Sat 8/8	
Waikato Times				
1 insertion			Wed 5/8	
MARKETING FOR LISTING PRESENTATION				
NZ Development Site Event 26 page gloss magazine				
1 full page insertion per property	w/c 20 July	w/c 27 July	w/c 3 Aug	w/c 10 Aug
Event eIM Property Report				
Event Electronic information memorandum that will list all property's	w/c 20 July	w/c 27 July	w/c 3 Aug	w/c 10 Aug
Elite listings on www.realcommercial.co.nz				
listing for three months	w/c 20 July	w/c 27 July	w/c 3 Aug	w/c 10 Aug
Upgrade listing on Trademe.co.nz				
listing for duration of the campaign	w/c 20 July	w/c 27 July	w/c 3 Aug	w/c 10 Aug
Signboard				
Erection and installation of x 1 signboard for campaign	w/c 20 July	w/c 27 July	w/c 3 Aug	w/c 10 Aug
Ray White eMagazine				
Dedicated event magazine on Ray White eMag that will list each site				w/c 10 Aug
Professional Photography				
Professional aerial Photography per site				
Total cost per insertion \$15,594.50 incl. gst				

IMPORTANT DATES/NOTES TO REMEMBER:

Booking Deadline	Wed 8th July
Material Deadline	Tues 14th July
Tender/Auction date options	Late Aug-Mid September
Professional photography will only be accepted	