



Finally, South Dunedin is on the map

By Snoopy Reporter

South Dunedin is finally going to be included on the Dunedin City Centre and Campus Map.

Norman Wood, the publisher of the map and directory said today, "over the years a number of my customers have moved down south, but still wanted to advertise. However, until now I've been unable to show their location on the map."

It is important for South Dunedin businesses to

advertise to students as they are the largest market for their products and services. These shops are not close to the university, so many businesses won't have the students walk past their door.

Mr Wood, continued by saying, "however, there are a great number of fantastic businesses in South Dunedin that need to be discovered, and students are only a few minutes drive away from their door. They've got to advertise this and my map is an economical way for them to

say, hey we are here."

The decision was only made a few days ago to include South Dunedin, so there isn't enough time for Norman Wood and his team to contact all businesses personally. So they are relying on the businesses contacting them directly.

Mr Wood said, "the best way to contact us is to phone either myself on 021 2705319, or Robin Colson on 027 256 3324 and we'll come and talk to you about the various options.

Flood about to start

By Education Reporter

Town seems quiet at the moment, but it won't be long until tens of thousands of students flood into town. For many of them it will be the first time they've ever been to Dunedin.

They are new and they haven't established habits of where to buy, where to spend their money. This is a great time to build your customer base. The Dunedin City Centre and Campus Map has been around for well over 20 years and nearly 30,000 maps are distributed every 12 months. More than half tend to go out in the first month, especially to new students who are lost.

It is very important that South Dunedin businesses advertise so they don't miss out on the opportunity.



Happy young people are about to flood into Dunedin

TIME IS RUNNING OUT - ACT NOW!

More Profit For You With Much Less Cost

An easy inexpensive way to target students in 2012.

Do you want to:

✓ Cost effectively market to students?

The map allows you to selectively target students, great customers for your business. As a result, the inexpensive investment of \$325 will go a long way!

✓ Make lots of sales to students in 2012?

Your advert will be on 29,000!! maps. Unlike other advertising your advert wont be gone in a flash, but will last all year long. The Campus Map is pocket-sized and easy to carry at all times. When your service is required, your name and location will be close at hand, making it easy for students to find you.

✓ Be the supplier of choice to students in 2012?

As in previous years, the maps will be distributed to students during course approval, will be available from academic departments and distributed to university hostels.

✓ Get your advert to a place no others can?

Get your advert into a students pocket, onto their walls, into their bag! The map is very valuable to students as they try to find their new lecture theatres, uni offices

and services. The map is well used and gives advertisers a high profile.

✓ Get even more value?

As an added bonus your business will receive complimentary maps, that you can give away to your customers. You can receive more maps by arrangement.

Get your business on the companion website www.dunedinmap.co.nz You will have a large directory listing for free.

✓ Other advertising options are available.

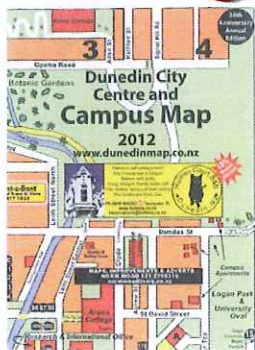
Have no risk?

Payment is not required until the maps start to be distributed. You will be invoiced at this time and payment is due the month following (20th March 2012).

All prices are plus GST



NORMAN WOOD ENTERPRISES **22nd Edition**



Please Contact -



Robin Colson (027) 256 3324



Norman Wood (021) 270 5319

✓ YES! Please book space for me on the map.

Business.....

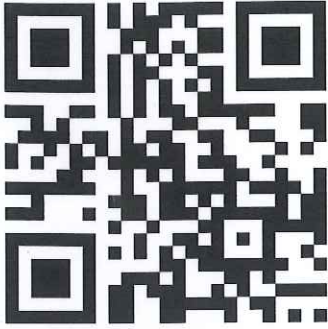
Address.....

Contact.....

Phone.....

FAX THIS FORM TODAY TO 477 4898

Deadline Friday 27th January 2012



Use a QR Scanner (for smart phones such as Android or iPhone available from their app store) to scan the above barcode and this will txt us with your interest and we will contact you shortly, or txt the code 48249, your name, and email address to +1 (858) 598-3980

Plus don't forget you'll get on the great companion website www.dunedinmap.co.nz visit it now.

Your Advert will be placed in the business directory along with all the other businesses in Dunedin. This gives you the opportunity to compete on a level playing field.



Your advert will also include a grid reference and dot to show your potential customers where they can find you on the map. Easy!

Actual Size South Dunedin Map

