

Lexie Ribot | Creative Manager | Newspaper Advertising Bureau  
|p| 09 361 2710 |f| 09 360 3459 |m| 021 487 143  
Kirsty Atkins | Marketing Support  
|e| lexie@nabs.co.nz (or) [kirsty@nabs.co.nz](mailto:kirsty@nabs.co.nz)  
|w| <http://www.nabs.co.nz>  
|a| PO Box 2941 Auckland 1015, New Zealand

**NEWSPAPER ADVERTISING BUREAU  
MEDIA RELEASE  
22 August 2007**

---

**New software tool and Newspapers representation at the NAB**

The Newspaper Advertising Bureau is introducing a new online planning and buying service for advertising agencies at the end of this year. Called PressPlanner, the new tool provides Ratecard details and NAB packages – MetPak and Regional MAX – for media planners so they can rapidly prepare costings for their clients.

Accessed online via a secure subscriber link, PressPlanner will contain agency's individual client contracts as well as general Ratecard information. Rates will be updated in real time so users always have accurate data to work from.

PressPlanner will be compatible with Pegasus software so agencies can load and store details in their billing systems, providing users with a highly versatile tool to boost productivity and buying efficiency.

The NAB has been developing PressPlanner for the past 18 months with NAB Account Managers now using the tool for all costings and related transactions. PressPlanner upgrades the Ads@Nabs billing system operating at the NAB for the past 8 years. Its many new features will be demonstrated to agencies later this year as the second phase rollout gets under way.

To prepare for the PressPlanner introduction, the number of newspapers represented by the NAB is increasing so agencies can use the NAB's single source booking services across more publications.

From 1 October agencies will be able to use the NAB to book the three Sunday newspapers – The Herald On Sunday, Sunday Star Times and Sunday News as well as The Independent Financial Review.

For further information contact:

Robert Munro  
General Manager  
Newspaper Advertising Bureau  
Phone: (09) 361 2732

-ENDS-