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**NEWSPAPER ADVERTISING BUREAU
MEDIA RELEASE
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NAB Celebrates 30 Years in the Business!

On Wednesday 28th November 2007, The Newspaper Advertising Bureau celebrates 30 years in operation.

In the year that Elvis died and Star Wars hit the big screen, New Zealand's newspaper publishers banded together to create an industry body to service the market.

"It was a first of its kind – a combined sales and marketing arm for the newspaper industry." says NAB's General Manager, Robert Munro.

The NAB's main purpose is to act as a link between advertising agencies, advertisers and member newspapers helping to plan and implement newspaper campaigns. The NAB undertakes this via a range of industry initiatives, strategic services and package buys.

"Over the years, we have continued to improve our offering, with the latest initiative being PressPlanner, a world-class planning, booking and billing system being rolled out to agencies early next year. Also, our Ad of Month competition and new look website are recent examples of ways we are helping keep newspapers top of mind."

The NAB represents 25 daily newspapers consisting of four metropolitan, nineteen regional and two paid circulation non dailies, the three Sunday newspapers and the weekly business newspaper The Independent Financial Review.

Made up of a team of account managers, marketing and research specialist, the NAB has offices in Auckland and Wellington.

For further information about the NAB please visit www.nabs.co.nz.

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