



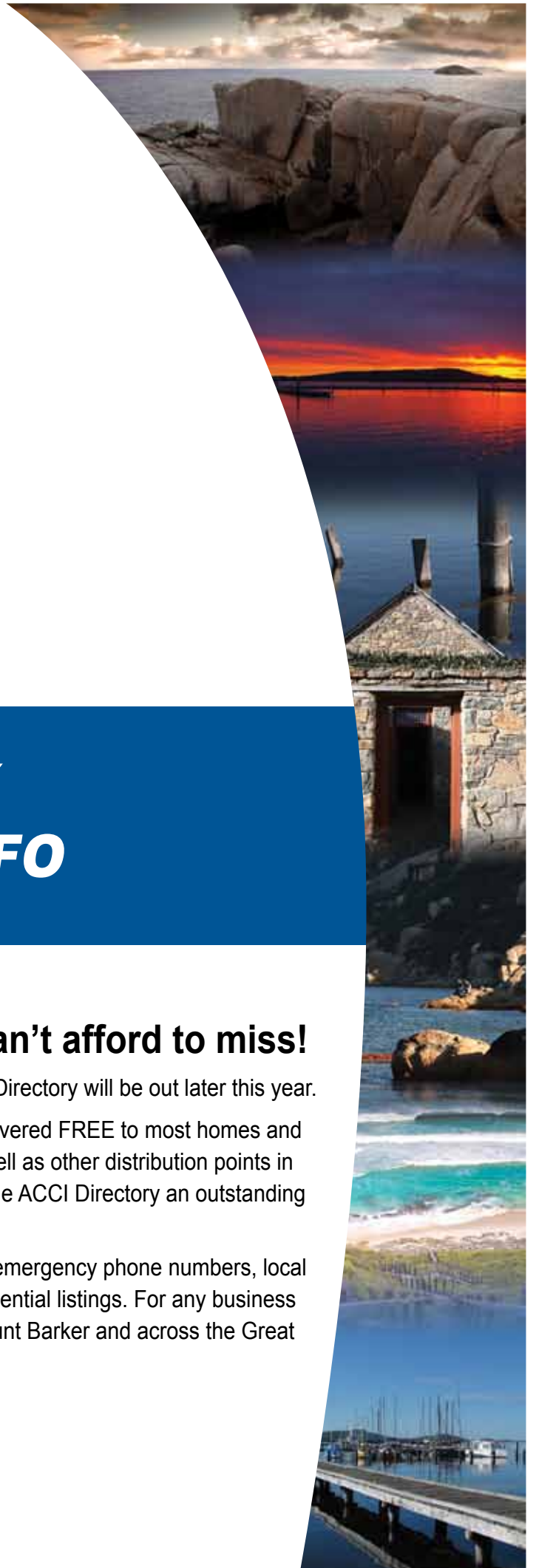
Albany Chamber of Commerce & Industry Inc.

## ***2013 DIRECTORY ADVERTISING INFO***

### **A business opportunity you can't afford to miss!**

The 34th Edition of the ACCI Business & Community Directory will be out later this year. Each year over 25,000 copies of the Directory are delivered FREE to most homes and businesses in Albany, Denmark & Mount Barker, as well as other distribution points in the Great Southern. Such a wide distribution makes the ACCI Directory an outstanding advertising medium.

The Directory includes street maps, government and emergency phone numbers, local information, as well as business, community and residential listings. For any business wishing to make itself known in Albany, Denmark, Mount Barker and across the Great Southern, advertising in the Directory is a must.



# DISCOUNTS

## Earlybird Discount

If you book and pay for your advertising by the end of June you will receive a 5% earlybird discount.

## Membership Discount

ACCI Members receive 15% discount on their Business & Community Directory advertising, if booked and paid for by the end of July. Pay by the end of June and members receive the 5% earlybird discount plus the 15% membership discount.

# MEMBERSHIP BENEFITS

As well as a maximum discount of up to 20%, members are featured in **RED BOLD** within the telephone listings section of the Directory so they stand out from the crowd. Member advertisements in the Business Advertising section also feature the distinctive ACCI logo ▲ which indicates Chamber membership. Members like to do business with other members. As a member you also receive a discounted rate on graphic design for your advertisements.

# IMPORTANT DATES

## Coffee Machine

Booking and Payment by Friday 30th March, 2012

## 47" LED TV

Booking and Payment by Monday 30th April, 2012

## iPad Prize Draw

Booking and Payment by Thursday 31st May, 2012

## Earlybird 5% Discount

Booking and Payment by Friday 29th June, 2012

## Final Deadline

Booking, Payment & Artwork Tuesday 31st July, 2012

## Directory Distribution

Between October & December, 2012



Supplied by



March Early Payment  
Prize Draw

Delonghi ESAM5600  
Fully Automatic Coffee Machine  
RRP \$1998



April Early Payment  
Prize Draw

LG 47" LED TV

Full HD, 100hz motion  
3D capable, Smart TV  
RRP \$1649

Supplied by **Harvey Norman**

May Early Payment  
2 Prize Draws

iPad 32GB WiFi + 3G  
RRP \$928 each



Supplied by



**Book and pay by Friday, 30th March and be included in all three prize draws.**

# GRAPHIC DESIGN SERVICES

ACCI offers an inhouse Graphic Design service to all Directory advertisers, which is provided on a fee for service basis.

Non Members: \$50 per 15 minutes      Members: \$25 per 15 minutes

You will be invoiced for artwork fees and they must be paid for by 31 July 2012.

Appointments with our Graphic Designer are essential, and you will need to bring to your appointment any high resolution logos, pictures, photos, ideas for layout and text.

**Please note: If you are supplying your own advert artwork, only pdf's will be accepted.**

**We cannot accept MS Publisher files or MS Word Documents.**

# 2013 DIRECTORY ADVERTISING RATES

Type of Advertisement	Price	Member Price
<b>Standard Bold Type (SBT)</b> Includes: Business Name, Address, Telephone, Fax, Mobile, A/Hrs, Email, Website	\$186	\$158.10
<b>Community Service Groups (CSG)</b> Includes: Business Name, Address, Telephone	\$45	\$38.25
<b>Additional Line Information</b> Available on SBT, CSG & Telephone Listings (Up to 50 characters per line)	\$20 (per extra line)	\$17.00 (per extra line)
<b>Black and White Display Advertisements</b>		
<b>1/8 Page (1/8)</b> Size: 87mm x 50mm	\$445	\$378.25
<b>1/4 Page (1/4)</b> Size: 87mm x 113mm	\$868	\$737.80
<b>1/2 Page (1/2)</b> Size: 180mm x 113mm	\$1,307	\$1,110.95
<b>Full Page (Page)</b> Size: 180mm x 230	\$2,248	\$1,910.80
<b>Full Colour Display Advertisements</b>		
<b>1/8 Page Full Colour (FC 1/8)</b> Size: 87mm x 50mm	\$528	\$448.80
<b>1/4 Page Full Colour (FC 1/4)</b> Size: 87mm x 113mm	\$977	\$830.45
<b>1/2 Page Full Colour (FC 1/2)</b> Size: 180mm x 113mm	\$1,527	\$1,297.95
<b>Full Page Full Colour (FC Page)</b> Size: 180mm x 230	\$2,583	\$2,195.55
<b>Covers (Full Colour)</b>		
<b>Outside Back Cover (OBC)</b>	\$7,026	\$5,972.10
<b>Inside Front Cover (IFC)</b>	\$4,281	\$3,638.85
<b>Inside Back Cover (IBC)</b>	\$3,628	\$3,083.80

Artwork fees are not included in these prices. If you are supplying your own artwork, please ask us for a copy of the Artwork Specifications or download from [www.albanycci.com.au](http://www.albanycci.com.au)

# Top 3 reasons to Advertise in the Directory



- 1** It's the most widely used Directory in the region
- 2** Cost Effective! From as little as \$186 per year (\*conditions apply)
- 3** World wide exposure - advertisers receive a free listing on [www.albanydirectory.com.au](http://www.albanydirectory.com.au)

## Also... you will receive

- A free bold listing in the telephone listing section
- A 15% discount (For ACCI members)
- A 5% discount if you book and pay by 29 June 2012
- Opportunity to book early and win three fabulous prizes - Plasma TV, Coffee Machine and iPad (2 to be won).

25,000+ copies of the Directory are distributed to businesses and households in Albany, Denmark & Mt Barker. Directories also available in many regional centres across the Great Southern.

## Testimonials

Being members of ACCI makes us feel part of the local business community, and also links us via CCIWA to the big picture.

The ACCI directory is the most cost effective advertising medium ABT uses:

- We KNOW it works - 30% less than Yellow Pages, 300% better return!
- ACCI gives us access to information on trade practices, changes to government regulations, seminars/training, important business events, and is a vital conduit for local relevant business information.

*John Dent – Albany Business Telephones*

Ask around how many businesses and people use the Chamber Directory.

- Everyone has one, don't they? You can see them everywhere.
- All have the feeling and look of being well used.
- That's right - think about it!!

*Rob Stockdale – Skill Hire*

## Albany Chamber of Commerce & Industry

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