



ADVERTISE IN THE 2010 DIRECTORY

- Distribution** A FREE copy of the *east coast business + community directory* is delivered to every household in the Break O'Day region and Bicheno via Australia Post and is available to every new resident as part of the Break O'Day Council New Resident Kit and on the counter of the BEC office.
- FREE** The *east coast business + community directory* is likely to be found near every telephone in households and businesses 365 days of the year. Not many forms of advertising provide this cost effective "year long" shelf life. Now your customers can find you when they need you, anytime.
- Value for Money** The price structure of the *east coast business + community directory* is the best value for money advertising in the region. The cost of monthly or weekly advertising in other publications can't be matched against the directory's targeted approach to marketing.
- Environment** The *east coast business + community directory* is conscious of the impact that the publication has on the environment, and in recognition of the environmental impact, the directory is printed on recycled paper. Furthermore communication with advertisers is in the form of emails wherever possible to reduce the quantity of paper used.
- Advertisers** Any business who wishes to promote locally **should be seen** in the *east coast business + community directory* which is the most comprehensive guide to business and services on the East Coast.

One free copy is provided to every household and business with a P.O Box or Letterbox in the Break O'Day municipality and Bicheno. Paid advertisers are entitled to one additional free copy.

NOTE: Post Boxes and Mail Boxes marked "no junk mail" will NOT receive a copy in their normal postal delivery. This is Australia Post policy and not the fault of the Business Enterprise Centre.

Delivery is estimated to be in January 2010.

ADVERTISING RATES 2010

Advertisement Size	Cost incl GST	*Discount incl GST	Dimensions	Orientation
1/8 Page	85	75	44mm x 64mm	Horizontal
1/4 Page	110	99	92mm x 64mm	Vertical
1/2 Page B&W	145	135	92mm x 132 mm	Horizontal
1/2 Page Colour	235	225	92mm x 132mm	Horizontal
Full Page B&W	215	205	190mm x 132mm	Horizontal
Full Page Colour	400	390	190 x 132mm (no bleed)	Horizontal
Full Page Colour	400	390	210mm x 148 mm (3mm bleed)	Horizontal
Inside Front Cover Inside Back Cover	SOLD	SOLD	210mm x 148 mm (3mm bleed)	Horizontal
First Heading	FREE	FREE	Heading applies to the indexing of the listing	
Subsequent Headings/ Referrals	\$10each	\$10each		

*Discount applies to any advertisement that is supplied in PDF format, the correct size and paid in full by September 30th 2009.

Advertising Booking & Material deadline: Friday 30th October 2009

Advertising closes October 30th 2009, no late entries will be accepted. Advertising must be paid in full before 30th October 2009 to ensure that your advertisement is included in the 2010 issue.

It is the advertiser's responsibility to ensure that all ads are formatted, edited and proof read correctly. The Break O'Day Business Enterprise Centre does not take responsibility for any error or omissions in any advertisements printed in the Business & Community directory.

Booking Form – Advertising 2010

Please return via fax to 63762055 or email to admin@smallbusiness.org.au

Contact Name	<input type="text"/>
Business Name	<input type="text"/>
Address	<input type="text"/>
Contact Phone	<input type="text"/>
Email	<input type="text"/>

Please tick ONE box only

I would like to re-submit my advertisement for 2010 the same as 2009

* no changes permitted

OR I would like to submit a new advertisement for 2010 (in PDF format)

* I will supply to the BEC in PDF format

OR I would like to submit a new advertisement with the BEC to design

* additional charges may apply for the graphic design work

OR Please make changes to my Ad for the 2010 edition

* an additional fee for changes may apply

OR I do not wish to advertise in the 2010 Directory

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

PLEASE NOTE: ALL NEW ADS ARE TO BE SUBMITTED TO THE BEC IN AN ELECTRONIC FORMAT VIA EMAIL. AN ADDITIONAL FEE MAY BE APPLIED FOR THE BEC TO CHANGE, CONVERT OR RESIZE ADS (GRAPHIC WORK) @ \$30 per hour, 1 hour min.

Confirmation of Size of Advertisement (please tick)

1/8	1/4	1/2 B & W	1/2 Colour	Full Page B & W	Full Page Colour
44mm high x 64mm wide	92mm high x 64mm wide	92mm high x 132mm wide	92mm high x 132mm wide	190mm high x 132mm wide	190mm high x 132mm wide
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Heading	<input type="text"/>	FREE
Additional heading	<input type="text"/>	\$10
Additional heading	<input type="text"/>	\$10

The Break O Day Business Enterprise Centre will contact you to collect your advertisement and will issue an invoice for the cost of your advertisement.

Payment must be received in full by October 30th 2009 for your advertisement to appear in the 2010 *east coast business + community directory*.

Signature: Date:

This area is
44mm high X 64mm wide

One eighth of a page

This area is
92mm high X 64mm wide

One quarter of a page

This area is
92mm high X 132mm wide

One half of a page