

## E Banc Trade Advertising Subsidy

E Banc Trade is happy to assist members with their advertising costs when they comply with the following subsidy guidelines.

All advertisements must have the standard logo and URL [www.ebanctrade.com](http://www.ebanctrade.com), with the words, **Welcome Here**, displayed. Our corporate colours are: PMS 021 Orange; PMS 280 Blue. Contact [subsidy@ebanctrade.com](mailto:subsidy@ebanctrade.com) for logo artwork, or go to [www.ebanctrade.com/corp\\_image.htm](http://www.ebanctrade.com/corp_image.htm).

An outline of the advertisement, or final copy, is required to confirm the subsidy amount prior to printing or airing. As paid advertising only will be subsidised, **a copy of the advertiser's paid account must be submitted.**

### The subsidy will be paid in trade dollars, GST inclusive.

- **Printed ads**, Leaflets, Flyers, Brochures, Magazines, Newspapers, Signage, Business Cards, etc., attract a 20 - 35% subsidy.
- 20% for mono or black and white small size.
- Up to 35% may be paid if the E Banc Trade logo is displayed in corporate colours and is a reasonable size.

The subsidy is negotiable for full-page advertisements and large display signage.

#### **Web Pages:**

The E Banc Trade Logo linked to [www.ebanctrade.com](http://www.ebanctrade.com): up to \$250 subsidy for splash page and/or home page. Details of the benefits to E Banc Trade members must be displayed on the website. There is an additional \$50 per page for subsequent pages that display the official E Banc Trade logo. Members currently displaying the logo can apply for a subsidy payment in arrears.

#### **Television and Cinema Ads:**

Attract a minimum of 20% and up to a maximum of 40% if the "E Banc Trade logo, URL" and the words "Welcome Here" are on screen for the full duration of the televised advertisement as a full width banner. Logo, URL and 'Welcome Here' must be displayed and easily recognisable. Size and position is at your discretion, however, the maximum subsidy will only be paid if the **preferred banner below is used.**

#### **Radio Ads:**

Attract a subsidy of 20% to 30% estimated on an individual basis.

All subsidies are decided on an individual basis. The member requesting the subsidy must provide a **copy of the advertiser's paid account** verifying the advertising amount, and a tax invoice (GST incl) to receive the subsidy.

Please contact Head Office, [subsidy@ebanctrade.com](mailto:subsidy@ebanctrade.com) or Ph: 07 5437 7220 to discuss your E Banc Trade advertising subsidy.

