



# Empire Trade Advertising Subsidy

Empire Trade is happy to assist members with their advertising costs in return for the Empire Trade Logo and URL being represented in the advertising material or medium.

An advertising subsidy up to a maximum of 25% of advertising costs for any medium, (print, TV, radio, web, etc) may be claimed by members who comply with criteria below.

- ♦ All visual advertisements must have the standard logo and URL **www.empireXchange.com**, with the words, **Welcome Here**, displayed. Our corporate colours are: PMS 021 Orange; PMS 293 Blue PMS 389 Green. Contact **subsidy@au.empireXchange.com** for logo artwork, or go to:  
<http://www.empirexchange.com/home/x.php?PageID=64&CID=1&LID=en>.
- All audio advertising must clearly make mention of the fact that the advertising business is happy to accept Empire Trade.
- ♦ An outline of the advertisement, or final copy, must be provided to Ad Subsidy Coordinator to confirm the subsidy amount prior to printing or airing. An approval number will be issued and this must be quoted on the invoice for any claims to be paid.
- ♦ As paid advertising only will be subsidised, **a copy of the advertiser's paid account**, along with a tax invoice (GST inclusive) for the subsidy amount being claimed, must be submitted to the Ad Subsidy Coordinator within 60 days of the account being issued.
- ♦ The approved amount of subsidy will not be greater than an amount equal to 50% of the last 12 months trade dollar turnover of the member applying for the subsidy.
- ♦ The advertising subsidy will not apply to special programmes that offer other rewards, incentives or rebates.
- ♦ The subsidy will be paid in Empire Trade Credits inclusive of GST.

## Subsidies may apply to the following types of advertising

- Printed ads, Leaflets, Flyers, Brochures, Magazines, Newspapers, Signage, Business Cards, etc.
- Yellow pages in both hardcopy or online
- Web Pages
- Television and Cinema Advertising
- Radio Advertising

Please contact Head Office, **subsidy@nz.empireexchange.com** or telephone 03 930 4772, to discuss your Empire Trade advertising subsidy.