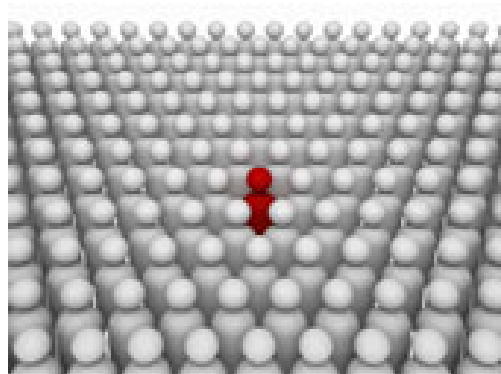


DIRECTORY ADVERTISING

be noticed



Stand out from the crowd and increase your cash and trade turnover by advertising in the Membership Directory.

It's simple:

- ▶ Decide what size advertisement you would like to place.
- ▶ Create your advertisement to the specifications overleaf, or contact a member who provides this service to create your ad for you. All advertising is Black & white.
- ▶ If you have more than one category for your business, nominate in which category you would like your advertisement to appear.
- ▶ Email your artwork file to directory@au.empireexchange.com ensuring you are within file size limits.
- ▶ Complete the Advertisement Booking Form below and forward it to Publications, Empire Trade Exchange, PO Box 151, Buddina Q4575 or fax it to 07 5437 7230.

ADVERTISEMENT BOOKING FORM / TAX INVOICE

Business Name ABN

Address

Select advertisement size for Membership Directory

☐

Format 1 (60x43mm)

☐

Format 2 (100x43mm)

☐

Format 3 (90x90mm)

☐

Format 4 (260x180mm)

Please run for

☐

6 months

☐

12 months

Place my advertisement under the following category

Selected format single run Fee: \$T

Plus additional 6 month run: \$T

Trade Cost

\$T

+

cash GST \$

=

Total Cost (inc GST) \$

Date

Name

Signature

CASH AND TRADE PAYMENT

Direct debit from credit card:

☐

Visa

☐

MasterCard

OR

☐

Cheque Attached

I, (Member Name) Empire Account No, authorise Empire Trade Exchange or its nominated agent to deduct the GST amount above from the card nominated below.

Name on Card:

Credit Card Number: Card Expiry Date: ____ / ____

I authorise Empire Trade to debit the trade component above from the Empire Account named above

Signature of Card Holder

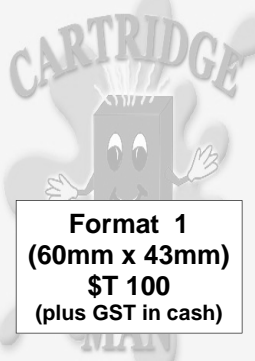
Signature of Empire Trade account holder if different from Card Holder

Conditions

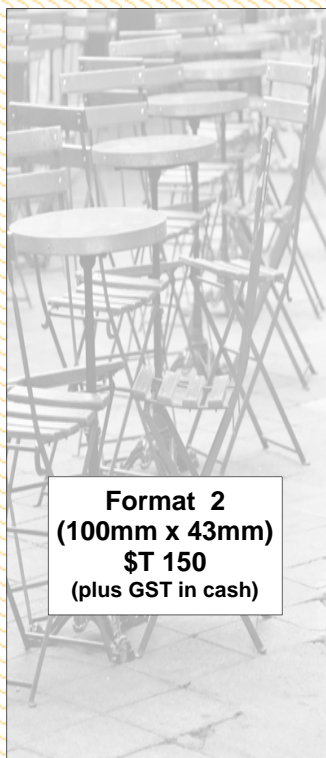
All Advertising is accepted on the understanding that the material provided does not contravene the Trade Practices Act or Descriptions and False Advertisement Act. Placement is not guaranteed, however Empire Trade will make every effort to place your advertisement as close to your business entry as possible. While every care is taken Empire Trade shall not be liable for misprints or clerical errors. Empire Trade reserves the right to reject or withdraw any advertisement without notice to the booking member if that member fails to comply with conventional advertising standards or practices, the rules of the exchange, or any government advertising requirements. All artwork received by Empire Trade will be accepted as final, approved proof. Advertising fees must be paid in full when Booking Form is lodged.



ADVERTISING SPECIFICATION



Format 1
(60mm x 43mm)
\$T 100
(plus GST in cash)



Format 2
(100mm x 43mm)
\$T 150
(plus GST in cash)



Format 3
(90mm x 90mm)
\$T 250
(plus GST in cash)

Format 4
Full Page
(260mm x 180mm)
\$600
(plus GST in cash)

ADVERTISING RATES

	6 months	12 months
Format 1	\$T 100	\$T 175
Format 2	\$T 150	\$T 265
Format 3	\$T 250	\$T 460
Format 4	\$T 600	\$T 1100

ADVERTISING RATES—CLUB MEMBERS

	6 months	12 months
Format 1	\$T 80	\$T 140
Format 2	\$T 120	\$T 212
Format 3	\$T 200	\$T 368
Format 4	\$T 480	\$T 880

Prices are full trade plus GST in cash

SPECIFICATIONS

Artwork to be emailed to:
directory@au.empireexchange.com
 or supplied on disk to Publications, Empire
 Trade, PO Box 151 Buddina Q4575

Acceptable Formats

- ▶ IBM compatible
- ▶ JPG or GIF

Specifications

- ▶ File size no larger than 200kb for full page and 100kb for all other formats.
- ▶ No half tones
- ▶ Advertisement must be to correct dimensions

Terms

- ▶ All advertising fees must be paid at time of booking.
- ▶ Advertisement will be printed exactly as it is received. Members must proof their artwork before forwarding to Empire Trade head office. Proofs are not forwarded prior to publication.