

b2b

business 2 business

NEWSLETTER FOR THE CHAMBER
OF COMMERCE SOUTHLAND 2009

**ADVERTISING
SPECIFICATIONS**



OVERVIEW

The Southland Chamber Of Commerce has published ChamberLink, a monthly 8 page magazine distributed to members only, for almost 10 years.

As the publication has evolved over time, we have reached a stage where we are widening the distribution to all Southland Businesses, not just current members of the Chamber.

We wish to promote Chamber Members profiles, views and business developments to the wider business community.

WHY THE CHANGE?

The role of the Chamber Of Commerce Southland is to influence and inspire business vitality in the Southland region...

A wider distribution means more businesses will be aware of the innovations, challenges, resources and opportunities that shape the business sectors of our communities.

The content of the new publication will aim to inform and encourage all businesses towards growth and innovation.



HOW IS IT DIFFERENT?

So how Will B2B Southland differ from the current magazine?

Circulation will increase by a staggering 500% to over 3,000 copies of each edition.

The magazine will be printed in Full Process Colour throughout.

Initially B2B Southland will publish 16 pages, twice the paging of our current magazine.

B2B Southland will provide your business with an extremely cost effective advertising forum, Delivered Free to more than 3,000 Southland Businesses.

Increased advertising and advertorial space will mean you can showcase your operation "in your own words."

PARTNERS

To ensure the success of the publication the Chamber Of Commerce Southland has aligned itself with some key partners.

Market South

Market South is a Marketing agency which specialises in Market Research, strategic and tactical marketing, business communications, graphic design and media consultancy.

Market South concentrates on developing a vital, response-driven approach to communicate with consumers that directly relate to your businesses principles, practices and interests.

The Radio Network

With Stations covering all agegroups and tastes, T.R.N. provide B2B Southland with regular ad placements to promote each upcoming edition.



ADVERTISING RATES

Introductory Price

Full page:	\$570.00
Half page:	\$350.00
Bakers Quarter:	\$180.00
Third page (vertical or horizontal):	\$220.00
Ninth page:	\$90.00
Listing:	\$60.00

Advertising Makeup

Market South Ltd will compile and set out the B2B Publication each month and if you need a new ad created, they are happy to produce this for you.

Market South's usual commercial rates will apply to any new work produced by them and they will invoice you directly.

A copy of the required specs is attached here, but Market South will be happy to guide you through any part of the process.

Advertising space bookings

will be charged to you via your Chamber Of Commerce a/c.

We are happy to use any print advertising material you may already have on hand. Please secure from any other parties, their permission for material to be reproduced. Chamber Of Commerce Southland holds no responsibility for use of material forwarded to us by the advertiser.

Chamber Of Commerce Southland is happy to assist with the initial concept for your advertisement. We can also take photographs if required. There is no additional charge for this.

Physical Dimensions

Page = 297mm x 210mm

Prices indicated are exclusive of design if required.



Advertising Agreement

I, the advertiser agree to place the following advertisements in Business2Business Southland.

Advertiser: _____ Agents Name: _____

Billing Address: _____

Phone: _____ Fax: _____

Email: _____ Web: www. _____

Ad Size: _____ Cost: _____ + gst

Frequency: _____

I understand I must supply advertising copy &/or images no later than 10 working days prior to publication deadline.

These dates will be confirmed once agreement is signed.

I understand that advertising design (If required) will be charged by Market South at \$95 +gst per hour, and that this cost is in addition to the advertising cost detailed above.

Special Conditions: _____

The Agreement:

For the Advertiser: Name: _____

Signature: _____

For Chamber Of Commerce Southland

Name: _____

Signature: _____

Dated the : _____ Day of _____ 2009

Acceptance of this agreement amounts to a contract. It is a condition of this contract that payment be completed in full by the advertiser by the 20th day of the month following invoice, unless by prior arrangement and detailed on this page.

The advertiser acknowledges responsibility for all statements made in the advertisements(s) and indemnifies Chamber Of Commerce Southland and its agent Market South Ltd against all loss

incurred arising from any claim against The Chamber Of Commerce Southland &/or Market South Ltd, under the Fair Trading Act 1986 involving the advertisement(s)

Advertising Agreement for Business2Business Southland,
b2b publication

B2B, Business2Business Southland publishes up to Ten Editions per year and is brought to you by
The Chamber Of Commerce Southland.
The Business Centre, Cnr Leven and Esk Sts Invercargill.
PO Box 856 Invercargill Ph: 03 218 7188 Fax: (03) 218 7927

Advert Specifications

**Third
Vertical**
(70mm x 297mm)

Ninth
(65mm x 99mm)

Listing
(65mm x 32mm)

Advert Specifications

Bakers
Quarter
(130mm x 99mm)

Third
Horizontal
(210mm x 99mm)

Advert Specifications

Half Page
(210mm x 149mm)

Full Page
(210mm x 297mm)



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Contact us:
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