

## STEP BY STEP

### 1 Decide the following...

- Which Flyer(s) you wish to advertise in
- What size Ad — quarter; half or full page
- How many Ads do you wish to purchase in total?
- Which months you wish your Ads to be placed

### 2 Purchase your ads

- Contact us by email or phone
- We'll confirm the details and tell you how much to pay
- Payment is by card or bank transfer
- You'll get a receipt by email

### 3 Book your ads

- Confirm the months you want your ad to run (unless already done in step 2)
- We'll send you a confirmation of the booking(s) you've made
- Let us know if you require any upgrades for your ad

### 4 Layout — Do you have a computer file ready to print?

- **YES** — Send us your PDF before the print deadline.
- **NO** — Send us your logo, text and any other elements for your Ad. This is required at least five business days prior to the print deadline.
  - We'll send you a **proof copy** so you can check it prior to going to print.
  - **Get back to us quickly** if anything needs to be adjusted. We go to print on the deadline with what we have at that time!!

Each month that your ad runs, we will send you a hard copy of the Flyer(s) you are in



Remember we are only an email or phone call away should you have any questions or concerns!

## TESTIMONIALS

*"Thanks to your Flyer, I've had at least 50 calls and picked up a lot of work. I'm afraid if I put one in this month I'll have way too much.... people still calling now at least 4 to 7 calls a day. Will sure recommend this flyer to other people I know as I think it's great. Thank you so much, I'll be definitely using this service as much as can."*

- Conrad, Thunderbolt Handyman Services

*"In the first 48 hours of the Albion Park Flyer being delivered with my Ad in I received requests for three quotes. They turned into three jobs and covered the costs of the entire three month advertising package. Two weeks on I have more requests for quotes and still ten weeks to go. Thank you Illawarra Flyers."*

- Rob's Lawns and Maintenance

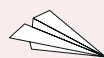
*"We had great success with the ad you put in last month thanks so much."*

- Karen, Foodcare, Shellharbour

*"I have used the Dapto Flyer since 2014 and have had an overwhelming response to my ad. I had to close down my ad because I had too many customers. I recommend the Dapto Flyer to anybody needing to promote or advertise their business."*

- Paul, Blue Wheelers—The Big Blue Dog

## CONTACT US TODAY!



**ILLAWARRA  
FLYERS**



(02) 4274 5333



info@illawarraflyers.com.au



www.illawarraflyers.com.au



facebook.com/illawarraFlyers



**ILLAWARRA  
FLYERS**

## STARTUP PACK

— FIRST STEPS IN —  
**ADVERTISING  
SUCCESS!**



**LESS THAN  
2c PER  
LETTERBOX!**



**WWW.ILLAWARRAFLYERS.COM.AU**

# YOUR STARTUP PACK

Choose from 3 available sizes



1/4

64 x 95



1/2

128 x 95



FULL

128 x 190

**Your first order**



- Purchase as many Black & White ads as you want!

**Upgrade for greater impact**

- Colour
- Cover spots
- Upgrade for the applicable rate

**Layout included**

- Purchases over \$200
- You supply the text & other elements & we'll prepare your ad for free
- Usual Price \$45

# WHY ADVERTISE WITH



**ILLAWARRA FLYERS**



**Monthly distribution to over 47,000 homes and businesses**

**Reliable, Hi-Vis distribution**  
with GPS tracking for accountability  
Online exposure for your business at  
[www.illawarraflyers.com.au](http://www.illawarraflyers.com.au)

Network with our followers on  
**Facebook**

**Prompt & professional support**  
from our experienced team

Join the businesses that advertise each month in the Illawarra Flyers



## IMPORTANT INFORMATION

**Quantity.** You may purchase as many ads as you want at the Startup Pack rate

**Payment** is required at time of purchase

**Offer ends** 29 February 2020

**Expiry:** Use your ads any time up to 12 months from purchase. After 12 months, any unused ads will expire

**Bookings:** Your ad will be placed in the next consecutive flyers (for your selected area/s & until your purchased ads have been used up), unless you advise us otherwise in writing

**Refunds:** If you change your mind, we will not refund your startup pack purchase

**Upgrades are available as follows:**

- \* Upgrade to colour for the difference between applicable BW & Colour list prices
- \* Upgrade to Hi-Vis positions for the difference between applicable BW & list prices Hi-Vis positions are in high demand, are subject to availability and should be booked in advance. Please contact to enquire.

**Layout A — You do it yourself**

- \* You may submit your own layout (via computer file), provided it complies with size, shape & quality standards (ie, "print ready artwork")
- \* Preferred file format is PDF
- \* Your file must be submitted by the deadline.
- We will notify you by email of the print deadline at least two weeks prior

**Layout B — We do it for you**

- \* One basic layout is included with purchases of \$200 or more (text & other elements supplied by you via email)
- \* Otherwise \$45 fee applies for basic layout (text & other elements supplied by you)
- \* Additional charges apply for design services &/or layout changes
- \* We'll send you a proof copy of your ad so you can check it prior to going to print

**Layout schedule:**

- \* Send us your text & other elements as soon as you can and at least 5 days before the print deadline
- \* Allow 3 business days for us to create the layout and get back to you with a proof copy
- \* Get back to us quickly to notify us of any adjustments required
- \* We will proceed to print your ad with what we have on the print deadline
- \* We will notify you by email of the print deadline at least two weeks prior

**Repeat ads**

- \* During the course of your package, we will print your most recent ad, unless you advise us otherwise in writing and the alternative layout is provided within the timeframes indicated above

**Startup Offer**

- \* Available to new advertisers only
- \* Not available in conjunction with any other discounts or package rate

**GST** is included in all rates & prices indicated

## Startup Pack Price Guide

		Quarter Page	Half Page	Full Page
Albion Park	7500 homes	100 <b>50</b>	190 <b>95</b>	290 <b>145</b>
Warrawong	9500 homes	120 <b>60</b>	210 <b>105</b>	330 <b>165</b>
Dapto	12500 homes	140 <b>70</b>	230 <b>115</b>	390 <b>195</b>
Shellharbour	18000 homes	195 <b>95</b>	290 <b>145</b>	490 <b>245</b>
Cost per home		< 1¢	< 1.5¢	< 2¢

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