

# PROMOTION OPPORTUNITIES

## BUSINESS PROMOTION OPPORTUNITIES IN HARROGATE DISTRICT – 2010

Harrogate Chamber of Trade & Commerce offers a variety of opportunities for members and non-members to promote their products and services to other businesses and key organisations based in Harrogate and District.

By way of example, we offer the following regular mailing and/or presentation opportunities at the prices quoted, and we are always prepared to consider alternative arrangements to suit your requirements. Prices valid until 31/12/10.

### 1. Monthly Mailing Insert *(Subject to sight of sample literature)*

Inserting about 350 copies of your literature into the monthly mailing to all members of Harrogate Chamber plus local organisations and VIPs - plus display at subsequent meetings.

	Members	Non-Members
<b>2.1 Single sheet A5 bond or thin art paper</b> – or equivalent up to 5 grams	<b>£40.00</b>	<b>£60.00</b>
<b>2.2 Single sheet A4 bond or thin art paper</b> – or equivalent up to 10 grams	<b>£60.00</b>	<b>£90.00</b>
<b>2.3 Single sheet A3 bond/art or A4 thin card</b> - or equivalent up to 20 grams	<b>£80.00</b>	<b>£120.00</b>
<b>2.4 Two sheets A3 bond/art or A4 thick card</b> - or equivalent up to 40 grams	<b>£100.00</b>	<b>£150.00</b>

*(Intermediate weights pro rata. Heavier items subject to special quotation on sight of a sample copy)*

### 2. Business to Business Promotion Mailing Insert (shared mailshot)

Inserting about 7,500 copies of your literature into our annual mailing to all known businesses in the Harrogate area. This mailing is the ideal opportunity for members who supply products and services for other local businesses to promote themselves very economically. Mailing scheduled for March.

<b>3.1 Single sheet A5 bond or thin art paper</b> - or equivalent up to 5 grams	<b>£400.00</b>	<b>£600.00</b>
<b>3.2 Single sheet A4 bond or thin art paper</b> - or equivalent up to 10 grams	<b>£600.00</b>	<b>£900.00</b>
<b>3.3 Single sheet A3 bond/art or A4 thin card</b> - or equivalent up to 20 grams	<b>£800.00</b>	<b>£1200.00</b>

*(Intermediate weights pro rata. Heavier items subject to special quotation on sight of a sample copy)*

### 3. Solus Mailing (exclusive mailshot)

Mailing your literature on its own to some or all of the 7,500+ Harrogate District businesses on our database. **The prices are per address before postage**, dependent upon paper size, weight and envelope required:

<b>4.1 Two A4 sheets</b> or equivalent up to 20g folded into DL paper envelopes	<b>25p</b>	<b>40p</b>
<b>4.2 Three A4 sheets</b> or equivalent up to 60g folded into C5 Polylopes	<b>35p</b>	<b>55p</b>
<b>4.3 Four page A4 Brochure and reply form</b> up to 80g inserted in C4 Polylopes	<b>45p</b>	<b>70p</b>
<b>4.4 Letter and A4 Brochure</b> up to 80g inserted into C4 paper envelopes	<b>55p</b>	<b>85p</b>
<b>4.5 Pre-packs up to 100g</b> - your literature ready for labelling, franking & posting	<b>25p</b>	<b>40p</b>
<b>4.6 Pre-packs up to 250g</b> - your literature ready for labelling, franking & posting	<b>35p</b>	<b>55p</b>

The above prices include receiving your literature, collating, folding, supplying envelopes, printing and fixing labels, inserting, sealing, sorting, franking and posting - including a fee for the one-time use of the Perlex Mailing Lists. **Postage is extra** at current 1st or 2nd Class Rates as required. Mail-merged letters are an extra 25p each. All envelopes are endorsed with our return address in case of non-delivery. Prices for extra enclosures and alternative mailing combinations can be quoted on request. Minimum mailing is 100 addresses.

### 4. Display at Meeting

Distribution of your sales literature to all present at our monthly meeting - supported by a small display panel if desired. Usual attendance 60 - 70 members and guests. **Members = £20.00 Non-Members = £30.00**

### 5. Sales Presentation at Meeting

Personal sales presentation at a monthly meeting including distribution of leaflets to members and guests present. The time allowed is a maximum of 20 minutes speaking plus 10 minutes for questions and answers. Unlimited time for networking over a drink before and after the meeting. (Your literature can be included in the subsequent monthly mailing at the rates listed in 1 above.) **Members = £100.00 Non-Members = £150.00**

**All the above options are subject to approval of the proposed content and to limits on the numbers.**

**We can also arrange photocopying or printing of your artwork if required - quotations on request**

## Harrogate Chamber of Trade & Commerce

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