

PROMOTION OPPORTUNITIES

BUSINESS PROMOTION OPPORTUNITIES IN HARROGATE DISTRICT – 2012

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 31/12/12.

1. Advertisement in REVIEW – outside back cover quarter page (120 x 85mm) Members £50 Non-Members £75

2. Monthly Mailing Insert in REVIEW (Subject to sight of sample literature)

Insert about 350 copies of your literature in one of the monthly mailings to all members of Harrogate Chamber plus local organisations and VIPs - plus a display at subsequent meetings.

	Members	Non-Members
2.1 Single sheet A6 bond or thin art paper – or equivalent up to 3 grams*	£30.00	£45.00
2.2 Single sheet A5 bond or thin art paper – or equivalent up to 5 grams*	£40.00	£60.00
2.3 Single sheet A4 bond or thin art paper – or equivalent up to 10 grams*	£60.00	£90.00
2.4 Single sheet A3 bond/art or A4 thin card - or equivalent up to 20 grams*	£90.00	£135.00

(* Maximum postage weight per item. Intermediate weights pro rata. Heavier items subject to special quotation)

3. Business to Business Promotion Mailing Insert (shared mailshot)

Insert about 10,000 copies of your literature into our annual mailing to all known businesses in Harrogate and adjoining areas. This mailing is the ideal opportunity for members who supply products and services for other Yorkshire businesses to promote themselves very economically. Mailing scheduled for March.

3.1 Single sheet A6 bond or thin art paper - or equivalent up to 3 grams*	£350.00	£525.00
3.2 Single sheet A5 bond or thin art paper - or equivalent up to 5 grams*	£450.00	£675.00
3.3 Single sheet A4 bond or thin art paper - or equivalent up to 10 grams*	£650.00	£975.00
3.4 Single sheet A3 bond/art or A4 thin card - or equivalent up to 20 grams*	£950.00	£1425.00

(* Maximum postage weight per item. Intermediate weights pro rata. Heavier items subject to special quotation)

4. Solus Mailing (exclusive mailshot)

Mailing your literature on its own to some or all of the 10,000+ Harrogate District businesses on our database.

The prices are per address before postage, dependent upon paper size, weight and envelope required:

4.1 Two A4 sheets or equivalent up to 20g folded into DL paper envelopes	25p	40p
4.2 Three A4 sheets or equivalent up to 60g folded into C5 Polylopes	35p	55p
4.3 Four page A4 Brochure and reply form up to 80g inserted in C4 Polylopes	45p	70p
4.4 Letter and A4 Brochure up to 80g inserted into C4 paper envelopes	55p	85p
4.5 Pre-packs up to 100g - your literature packed ready for labelling, franking & posting	15p	25p
4.6 Pre-packs up to 250g - your literature packed ready for labelling, franking & posting	20p	30p

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 20p 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 solus mailing is 1,000 addresses.

5. Display at Chamber Meeting

Distribution of your sales literature at a monthly meeting - supported by a small display table and pop-up banner. (space permitting) Usual attendance 70-80 members and guests. **Members = FREE Non-Members = £50.00**

6. Bulk E-mail to Chamber Members

Appropriate e-mail messages can be forwarded to all current members. **Members = £50 Non-Members £75**

All the above options are subject to approval of proposed content and to a limit on the number each month

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

Harrogate Chamber of Trade & Commerce

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