

> B2B Marketing Opportunities

Three easy ways to drive your business sales

(exclusive to members only)

Most businesses recognise the importance of communications and marketing to help stimulate sales and improve awareness in the community.

In understanding your needs, the IBC has given the opportunity for businesses to use the IBC's communication channels to promote their business in an easy and cost effective manner.

Please tick the marketing opportunity you would like to use, fill in your details on the bottom of this form, fax it to the Chamber and we will get back to you as soon as possible. These opportunities are available only to IBC members, for more information call the IBC on 4229 4722.

Please tick:

> **MONTHLY MEMBER MAILOUT**

Every month **IBC** sends out 900 monthly packs to all members and some key organisations. As a member, you may include an insert (1 A4 flyer or DL size brochure) in each envelope sent out. The cost to members is \$800 (plus GST).

> **DIRECT MAILOUT TO IBC MEMBERS**

This option provides you with the ability to have your material distributed to **IBC** members direct via a mail house by which the **IBC** has delegated authority. The cost to our members is \$900 (plus GST), with over 900 people receiving the mailout **NOTE:** Additional postage and stationery costs apply.

> **ADVERTISING IN FORTNIGHTLY E-NEWS**

Advertise to over 3,500 businesses via e-mail on a fortnightly basis. This enables you to place logo, description of your product/service along with a link to your website at a cost of \$500 (plus GST). This is available to **IBC** members only.

> **TARGETED EMAIL**

Exclusively advertise to over 3,500 businesses via e-mail. This enables you to place logo, description of your product/service along with a link to your website at a cost of \$1000 (plus GST). This is available to **IBC** members only.

> **CHARITY/NOT FOR PROFIT SPECIAL RATES**

The **IBC** understands and supports the important roles that charity and not for profit organisations play in the community, and encourage the promotion of these organisations through a special discounted advertising rate. For E-NEWS the cost is \$120 (plus GST). For Mailouts, the cost is \$250 (plus GST). For a targeted email the cost is \$250.00 (plus GST)

PLEASE NOTE THAT PAYMENT MUST ACCOMPANY EACH BOOKING. IBC RESERVES THE RIGHT TO APPROVE ALL COMMUNICATIONS TO MEMBERS.

Name: _____

Company: _____

Contact Phone: _____

I confirm I wish to advertise as indicated above.

Communication date: _____

Signed: _____

Print Name: _____

Date: _____

Please fax back to 4229 6392

