

MEDIA PACK 2011

The Norfolk Chamber of Commerce is a proactive business support organisation that assists over 3000 local businesses across the East of England. It works with businesses across Norwich – Great Yarmouth - King's Lynn and Thetford to help them achieve their full business potential.

Accredited to the British Chamber of Commerce and lobbying on behalf of local business, it holds a fundamental role in the development and future wellbeing of the area.

It is one of the leading private sector providers of business support solutions and its client base includes large corporate organisations to owner-managed businesses in all commercial sectors of this diverse and economic region.

The 2011 Norfolk Chamber of Commerce business directory is the indispensable Members' reference guide to businesses in the area. It is a valuable benefit of Chamber of Commerce membership and regarded as one of the most comprehensive easy to use and respected business directories in the region, providing a detailed guide to the Chamber of Commerce services as well as full listings for the Chamber of Commerce membership.

Its unrivalled circulation regionally means that any business profiling its company within the directory pages will gain a high level of corporate exposure to enable new business growth and continuity of existing clientele all of which is needed to improve their bottom line.

The full colour A4 format and high quality reproduction reflects the prestige of Norfolk Chamber of Commerce its members and the region as a whole and it is a vital tool for promoting the region as the one largest and most dynamic in the East of England. The easy to use, full colour, A4 format will ensure that all key decision makers will be using the publication on a daily basis. Furthermore it plays a key role in helping attract further inward investment which helps to ensure the future prosperity of Norfolk and the surrounding region and the region's businesses.

CIRCULATION

The Directory will be circulated on a guaranteed, free of charge named basis to:

The key decision-maker within each Chamber of Commerce member business throughout the Chamber's geographical range which includes;

Norwich – Great Yarmouth - King's Lynn and Thetford

All BCC approved Chambers of Commerce UK wide.

All major Chambers of Commerce Worldwide.

British Embassies, Consulates and High Commissions Worldwide.

The remainder will be distributed throughout the year by the Chamber at national and international Trade fairs, networking events and exhibitions.

Additional to this guaranteed circulation a further copies will be delivered to key business centres where there is a high volume of business traffic. These include: leading business hotels - economic development units - government departments - airlines and airports - leading professional firms - Business Links and Learning and Skills Councils.

The Directory will also be used as a key marketing tool to attract further inward investment which plays a key role in helping ensure the future prosperity of Norfolk and its businesses.

EDITORIAL FEATURES

Forewords from key personnel within the Norfolk Chamber of Commerce
Chamber of Commerce contact information and services overview
Training
Conference & Exhibitions
Finance
Health & Safety
Legal Services
PR & Marketing/Corporate Branding
Logistics
Engineering
Recruitment
IT and Technology
Energy/Environment/Recycling

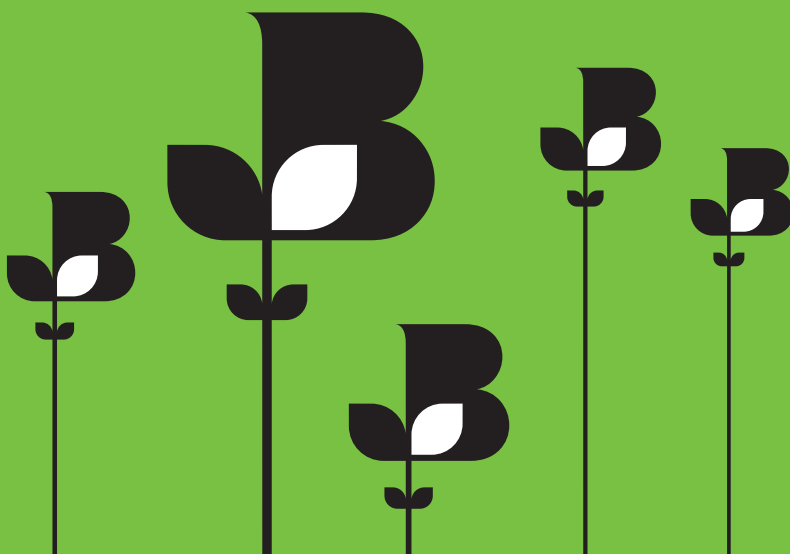
Full page company profiles and display advertisements

Various advertising and sponsorship opportunities are available within the editorial section.

CLASSIFIED SECTION

Alphabetical listings of Chamber of Commerce members
Members' listings by classifications
Index to classification headings
Index to advertisers

Advertising and sponsorship opportunities are available within the Classified Section



ADVERTISING RATES

All advertisements are produced in full colour

SOLUS POSITIONS	Size	Member	Non Member
Outside Back Cover	297 x 210mm (3mm bleed)	3500	4200
Inside Front Cover	297 x 210mm (3mm bleed)	2900	3500
Inside Back Cover	297 x 210mm (3mm bleed)	2900	3500

SPECIAL POSITIONS

Opposite Inside Front	297 x 210mm (3mm bleed)	2700	3200
Opposite Inside Back	297 x 210mm (3mm bleed)	2700	3200
Opposite Foreword	297 x 210mm (3mm bleed)	2500	3000
Opposite Contents	297 x 210mm (3mm bleed)	2500	3000
Opposite Classified	297 x 210mm (3mm bleed)	2500	3000
Opposite A-Z Section	297 x 210mm (3mm bleed)	2500	3000

SPONSORSHIP (substantial branding and display space throughout specific section)

Classified Section		5000	6000
A-Z Section		5000	6000
Editorial Features		5000	6000

COMPANY PROFILES (editorial including colour photographs)

Double Page		3500	4200
Single Page		2300	2800
Half Page		1500	1800

PRESTIGE DISPLAY

Double Page		3500	4200
Single Page		2300	2800
Half Page		1500	1800

CLASSIFIED DISPLAY

Half Page (Landscape)	130 x 180mm	1500	1800
Quarter Page (Landscape)	128 x 85mm	1200	1500
Half Column	45 x 56mm	750	900
Quarter Column	125 x 56mm	650	780

PRODUCTION

- We operate an Apple Mac system and support the following software In Design, Photoshop, QuarkExpress and Illustrator
- Please supply your advert/logo/images in an email or on a clearly labelled disk, saved as either a JPEG, TIF, EPS or PDF files (PDF's must be saved as hi-res with fonts)
- All images at a resolution of 300dpi
- Colour adverts must be in CMYK. Do not supply as RGB
- Files should be at correct dimensions as booked
- We are unable to accept artwork supplied in the applications: Word, Powerpoint or Publisher

IN-HOUSE DESIGN TEAM

If you are unable to provide your own electronic artwork, you may instead supply a rough layout with text, a hard copy of your logo and any images you require.

- All images must be 300dpi and supplied as JPEG or TIFF format
- All logos should also be supplied as high-res JPEG, TIFF, PDF, PSD or preferably vector files such as Illustrator ai files or EPS format
- Copy to be supplied as a Word file, no more than 400 words per page

The cost of producing your advertisement is included in the order price.

Please send items to the email or postal address.

CONTACTS

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