



THE ULTIMATE GUIDE TO YOUR LOCAL COMMUNITY



Helping Locals Help Each Other

Auswide Community Directories designs and distributes an annual magazine that combines with online marketing to advertise local businesses and organizations to promote shopping in your local area.

Between 25% and 50% of all profits are put back into the local community to support local sporting groups, charities and organizations.



PO Box 1947
Oxenford QLD 4210
Phone: 0438-659-499
E-mail: info@auswideonline.com.au

www.auswideonline.com.au

ABN- 67 321 697 760

W W W . A U S W I D E O N L I N E . C O M . A U



The Auswide Community Directory is a glossy A5 size, full color magazine that will introduce you to your niche market. Your growing enterprise will be exposed to families and businesses in your local area. We want to bring local business and the greater community together to support each other. What better way to put you business right in the hands of local families?

The Auswide Community Directory is an annual publication delivered directly to 10,000 residents and local businesses within a targeted area.

Listed below are just some of the features in this unique community directory.*

- Competitions and giveaways
- Active kids areas with competitions, puzzles, recipes and more
- Community information on
 - Emergency Contacts
 - Community Services, Centers, Organizations & Health
 - Churches and Religious Groups
 - Sport & Recreation
 - Education
 - Transport
- Community Events
- 12 Month Calendar with school holiday dates
- Quick reference business listings at the back of the directory with a complete A-Z listing of all advertisers

**information and content in each directory is subject to change without notice*



OUR LEGACY

To inform you of what is happening in your local area, including free community events, activities and services. Giving back to local businesses by creating awareness while raising much needed funds for local clubs, organizations, charities and projects.

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OUR AIM

Is to offer cost effective advertising for business owners and community organizations. We will continue to build awareness through future editions of the Auswide Community Directory to encourage you to support your local community and businesses . This will help our economy and in turn will help employment



ADVERTISING PACKAGES AVAILABLE– All Prices are for 12 months of advertising

Business listing **\$200 .00**
62mm W x 27mm H

12 month package includes:

- Business name, phone number, address, email and website
- Website listing in your advertised directory area
- If offering a discount or special offer you will receive a downloadable voucher on the website

Quarter Page **\$350.00**
62mm W x 93mm H

12 month package includes:

- Graphic Design of a full Color advertisement
- Website listing in your advertised directory area
- If offering a discount or special offer you will receive a downloadable voucher on the website

Half Page **\$550.00**
148mm W x 105mm H

12 month package includes:

- Graphic Design of a full Color advertisement
- Website listing in your advertised directory area
- If offering a discount or special offer you will receive a downloadable voucher on the website

Full Page **\$900.00**
148mm W x 105mm H

12 month package includes:

- Graphic Design of a full Color advertisement
- Website listing in your advertised directory area
- If offering a discount or special offer you will receive a downloadable voucher on the website

Cover Pages— *Inside Front Cover, Inside Back Cover and Back Cover*

Full Page **\$3000.00**
148mm W x 105mm H

12 month package includes:

- Graphic Design of a full Color advertisement
- ”Featured Business” Exclusive listing on Website in your advertised directory area
- If offering a discount or special offer you will receive a downloadable voucher on the website





RETAIL SALES AND READERSHIP

Distribution

To residential homes via local delivery and advertisers business premises.

Circulation

Minimum of 10,000 copies per edition

Readership

The Minimum readership is 20,000 per edition based on 2 readers per copy

Sales

This is a free directory and is distributed to the local community

Availability

All advertisers will receive a number of copies to give away or to display in their business premises. A subscription page will also be included in the magazine to give households the opportunity to receive this directory if they are not within the delivery area.

Where does the money go?

25% to 50% of the profits made from each edition are donated back to community groups with in the distribution area or that are seen to be in great need at that time. The decision of which groups receive the donations is solely decided by Auswide Community Directories Management. If you have a suggestion of what group would be deserving of a donation please let your Auswide consultant know.

When the donations are made businesses will be notified of what groups received the funds so that they can see what part of the community they have helped. Groups will also be listed on our website.



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ADVERTISING BOOKING FORM

Contact Details **Sales Consultant:**.....

Business Name:.....

Contact Person:.....

Phone:..... **Fax:**.....

Mobile:..... **Email:**.....

Business Address:.....

Postal Address:.....

Web Address:.....

Yes I would like to place advertising in the Coomera region community Directory

Please tick the appropriate advertising size option:

- Quarter Page \$ 350.00
- Half Page \$ 550.00
- Full Page \$ 900.00
- Cover Page \$ 3,000.00 Limit of 3 per Edition
- Business Listing \$ 200.00

When we have received your completed booking form you will be contacted by our art department for the advertisement details.



Please Tick the Appropriate payment method option:

- Cheque Credit Card EFT (internet Transfer)

Credit Card Payments:

MasterCard Visa Expiry:...../..... Card Number:.....

Name on Card:..... Signature:.....

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SUPPLIED ART WORK SPECIFICATIONS

Supplying Artwork

- Electronic files to be supplied as press ready PDF/ EPS / AI/ indesign up to CS3
- All fonts must be converted to outlines / paths / curves
- Artwork to be supplied in CMYK with all images 300dpi
- Artwork for half page & full page ads are required to have a 5mm bleed



QUARTER PAGE AD
62mm W x 93mm H
(No Bleed Required)

FULL PAGE AD
148mm W x 210mm H
(Plus 5mm bleed required)
Text area: 128mm x 200mm

HALF PAGE AD
148mm W x 105mm H
(Plus 5mm bleed required)
Text area: 128mm x 95mm



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The above sizes are not too scale, the directory is larger then the size indicted.