

# One Day Sale Registration & Advertising options

## Saturday, 24 November 2018

**Advertise in the official One Day Sale Shopper's Guide and maximise your sales, move excess stock before Christmas and attract new customers!**

As you know, the Shopper's Guide is the 'bible' for bargain hunters on the day. It includes all the information shoppers need to find your location and know what you're selling.

**The Shopper's Guide will be distributed to over 65,000 businesses and homes in and around the area in the lead up to the event.**



We will also promote the event through local schools, cafes, and participating businesses.

**This is the sixth year we're running the ONE DAY SALE!** Businesses have a reported a 25%-30% increase in sales each year they participate.

**All registered businesses will be shown on the map within the Shopper's guide.** This will get your name, location and opening hours on the shopper's map. This costs \$189 + GST to participate.

**Stand out from the crowd and advertise in the Shopper's Guide.** This is the biggest distribution Business North Harbour has ever had – and a great opportunity for you to draw customers to your business. We can recommend a designer if you need assistance.

This year we will print over 65,000 copies of the Shopper's Guide! Here is what we have planned:

Medium	Placement	Reach
North Shore Times, North Harbour News and Rodney Times – Print	Full-page adverts leading up to the event	127,628
Escape Magazine ( <i>Sunday Star Times – National</i> )	Full-page adverts leading up to the event	90,900
North Shore Times and Rodney Times- Digital	Digital adverts plus banners	70,591
Insert of the Shopper's Guide in the North Shore Times	Devonport, Glenfield, Forrest Hill, Takapuna, Browns Bay and Mairangi Bay	32,120 house-holds
<a href="#">Viva Magazine</a> - Print	Advert	232,000 readers
<a href="#">FYI Magazine</a> – Print	Promotion and article	4,500 copies plus online
Radio advertising	ZM, The Hits and iHeartRadio	Up to 30 commercials
Corflutes and Big Signage everywhere in Auckland promoting the Sale	Auckland wide: North, South, East and West	
Every business will receive signs plus branded balloons	Outside every business to attract customers on the day	

## Registration and display advertising options in the official One Day Sale Shopper's Guide PLUS FREEBIES!

Please only select the below if you wish to appear on the shopper's map ONLY.

**Please note: Every business participating will be invoiced \$189 + GST. Display advertising is an additional cost.**

<input type="checkbox"/>	Registered ONLY	Only name and location of business required	\$189 + GST	
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Please select from the below **in ADDITION to the above registration fee** should you wish to include advertising in the shopper's guide book.

Please select	Advert Sizes	Specifications	Rates excl.GST	FREEBIE
<input type="checkbox"/>	Registration plus Quarter Page Advert	90mm wide X 125mm tall	\$189 + \$250	1 x Social Media Posts (worth \$100)
<input type="checkbox"/>	Registration plus Half Page Advert	189mm wide X 125mm tall	\$189 + \$500	2 x Social Media Posts (worth \$200)
<input type="checkbox"/>	Registration plus Full Page Advert	189mm wide X 259mm tall	\$189 + \$1000	3 x Social Media Posts (worth \$300)

**Promote your business via a display advert to over 65,000 consumers** email [comms@businessnh.org.nz](mailto:comms@businessnh.org.nz) before the 12 October 2018 to book your space.

### Important Deadlines

**19 October** – last day to register if you'd like to appear in the printed shopper's map

**19 October** – last day to book advertising in the Shopper's Guide

**26 October before 12pm** – Advertising artwork deadline – we do have a designer available to help if needed.

**Please note:** you will be contacted by our distribution sponsor, North Shore Times, with an unbelievable offer should you book any advertising in our Shopper's Guide.

**BOOKING CONFIRMATION**

Please complete this section to confirm your advertising:

<b>Contact Name</b>	
<b>Business Name</b>	
<b>Physical Address</b>	
<b>Postal Address (if different from above)</b>	
<b>Phone</b>	
<b>Email</b>	

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**PAYMENT**

Full payment must be received by 20 November 2018 to secure your participation.

An invoice will be sent to the email address provided above upon receiving your completed advertising booking form.

Credit card payments are accepted - please complete the following details if you would prefer to pay via credit card.

Card number: \_\_\_\_\_

Card type: Visa / Mastercard                      Expiry date: \_\_ / \_\_                      3-digit Security Code: \_\_ \_\_ \_\_

Name on card: \_\_\_\_\_

We accept the terms above and authorise this booking:

Name and Signature \_\_\_\_\_ Date: \_\_\_\_\_