

INCREASE YOUR EXPOSURE WITH THE ABA DIRECTORY

If you are looking for an opportunity to increase your exposure to not only Acheson businesses, but the thousands of people who visit our member's locations daily, then advertising in the 2023/2024 Acheson Business Association Business Directory is the solution for you.



Benefits of Advertising

01 1.5 YEARS OF ADVERTISEMENT

Ads will run until the end of 2024, which means you receive a year and a half of full colour advertising.

02 2000-2500 COPIES DISTRIBUTED FOR FREE

2000-2500 copies will be distributed to our members, community partners, and the events that we attend.

03 DIGITAL EXPOSURE

Bonus exposure with the digital version of the directory on our website for the duration of the publication.



ACHESON
BUSINESS ASSOCIATION

THE HUB & VOICE OF ACHESON

The Acheson Business Association represents its members and is a collaborative partner in advocating for initiatives and services that provide value for its members, the Acheson Industrial area, and the greater Edmonton area.

IMPORTANT TO KNOW



WHAT'S INCLUDED

The 56-page 2023/2024 Acheson Directory will include:

- Up-to-date listing of all the businesses within Acheson.
- Up-to-date zone maps.
- ABA members and associate members highlighted with contact information for an easy way to build connections.
- Dedicated space to advertise your services and products within the Acheson business community (see ad prices on the following page).
- Full sized pages to create an enjoyable reading experience.

Artwork Specifications

- Acceptable formats: PDF, JPG, AI, EPS in exact size will be accepted. Artwork must be supplied in the format required for this publication or you may incur additional charges.
- Full colour artwork must be in CMYK not RGB. All graphics and photographs included in provided artwork must be placed as CMYK images not RGB format.
- All graphics must be embedded into your finished artwork and all fonts must be outlined.
- All artwork must be saved and supplied at 300 dpi resolution at the size it is intended to be used.

LIMITED SPOTS

Deadline

Deadline for all ads is **June 30, 2023**. Late ads will be subject to an additional cost, or may not be included in the directory.

SOLD TO:

Business Name: _____

Contact Name: _____

Address: _____

Email: _____

Phone: _____

Notes: _____

ITEM #	DESCRIPTION (ALL ADS ARE IN FULL COLOUR)	MEMBER/ NON-MEMBER	UNIT PRICE	LINE TOTAL
1D	1/4 Page ad - size 3.5" x 4.5"	MEMBER	\$700	
1NM	1/4 Page ad - size 3.5" x 4.5"	NON-MEMBER	\$900	
2D	1/2 Page ad - size 7.5" x 4.5"	MEMBER	\$1000	
2NM	1/2 Page ad - size 7.5" x 4.5"	NON-MEMBER	\$1300	
3D	Full Page ad - size 7.5" x 9.5"	MEMBER	\$1600	
3NM	Full Page ad - size 7.5" x 9.5"	NON-MEMBER	\$1900	
4D	Inside Front/Back Page - size 8.5" x 11"	MEMBER	\$2000	
4NM	Inside Front/Back Page - size 8.5" x 11"	NON-MEMBER	\$2300	
5D	Back Cover - size 8.5" x 11"	MEMBER	\$2300	
5NM	Back Cover - size 8.5" x 11"	NON-MEMBER	\$2600	
M1	Annual Acheson Member Package	-	\$330	
AM1	Annual Associate Member Package	-	\$220	
			SUBTOTAL	
			GST (5%)	
			<u>TOTAL</u>	

Please make cheque payable to Acheson Business Association. When you receive our invoice, you'll also have the option to pay with a credit card. Payment must be received by June 30, 2023 in order for your ad to appear within the 2023/2024 directory.

Thank you for your business!