2009
Information Pack
for Advertisers

An initiative of
The Macathur Foundation

The Directory, now in its second year of publication, is a comprehensive directory in which members of our school and local communities can advertise their products or services to others connected with our school. It provides a way by which we can ‘support those who support us’.

As in 2008, distribution of the 2009 Directory will begin in January 2009 to approximately 700 current families and more than 100 staff. In addition, it will be distributed to numerous Macarthur Alumni and former families and at major school events such as Grandparents’ Day. In total some1500 copies will be distributed. Use of the Directory amongst our school community will continue to be actively encouraged.

What does the Directory look like?

The Macarthur Anglican School Community Business Directory is an A5 size, professionally printed book. As it is intended for frequent use, the colour printed cover and black and white internal pages, are strong and durable. The Directory is divided into business categories for easy use and also includes Index and Contents pages. Within each category, advertisements are arranged in alphabetical order by business name with Full Page Display ads appearing first followed by Basic Listings at the end of each category.

When is the deadline for Bookings?

The deadline for bookings in the 2009 Macarthur Anglican School Community Business Directory is 31 October 2008.

Upon receipt of your booking and payment a confirmation letter will be posted to you with your receipt.

Artwork must be submitted before Friday 14th November 2008 by email to the address shown below.

For any questions or further information about the Macarthur Foundation or the Directory please contact:

Mrs Kate Jones
Director Macarthur Foundation
Macarthur Anglican School
PO Box 555
Camden NSW 2570
Phone: 02 4647 5333 • Fax: 02 4647 5444
Email: foundation@mas.nsw.edu.au
Advertising Rates and Sizes

Advertising rates and options for the 2009 Macarthur Anglican School Community Business Directory are shown on pages 3 and 4.

Full Page Display ad

*Must supply own artwork in PDF OR JPEG format*

(maximum dimensions of artwork 117.5mm x 179.5mm, as shown by this shaded area)

**School Community members**

$160 plus GST for NEW advertisers

**Other Advertisers**

$290 plus GST for NEW advertisers

10% discount for 2008 advertisers who wish to make changes to or replace their existing ad

15% discount for 2008 advertisers who wish to republish their existing ad without changes

* See Booking Form for prices.
Advertising Rates and Sizes continued...

Basic Listing
Vertical half-page text ad with basic information including business name, brief description, and contact details. May also include optional small graphic, picture or logo, to be supplied by advertiser.

School Community members
$110 plus GST for NEW advertisers

Other Advertisers
$190 plus GST for NEW advertisers

10% discount for 2008 advertisers who wish to make changes to or replace their existing Listing

15% discount for 2008 advertisers who wish to republish their existing Listing without changes

* See Booking Form for prices.

Example of Basic Listing Layout

M.A. Grant Services

Specialising in repairs and maintenance, small renovations and insurance work.

Maurice Grant
Licenced Builder No 176405C
ABN 51 969 571

PO Box 291
Camden NSW 2570
Phone: (02) 2655 9265
Mobile: 0411 100 131
Fax: (02) 2655 6889
**Macarthur Anglican School**  
Community Business Directory  

**Booking Form**

Return this form before **31 October 2008** to:  
Kate Jones, Director Macarthur Foundation, Macarthur Anglican School, PO Box 555, Camden NSW 2570  
Fax: 02 4647 5444 • Phone: 02 4647 5333 • Email: foundation@mas.nsw.edu.au

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**1. TYPE OF ADVERTISING**

**School Community Members**

- Yes! I want to advertise in the 2009 Macarthur Anglican School Community Business Directory.

  - I wish to place a **Full Page Display ad** and  
    - I am a repeat advertiser and  
      - My ad will cost $160 + GST = **$176**
    - or  
    - I am a **NEW advertiser**.  
      - My ad will cost $160 + GST = **$176**

- I wish to place a **Basic Listing**  
  - I am a repeat advertiser and  
    - My Basic Listing will cost $110 + GST = **$121**
  - or  
  - I am a **NEW advertiser**.  
    - My Basic Listing will cost $110 + GST = **$121**

**Other Advertisers**

- I wish to place a **Full Page Display ad** and  
  - I am a repeat advertiser and  
    - My ad will cost $290 + GST = **$319**
  - or  
  - I am a **NEW advertiser**.  
    - My ad will cost $290 + GST = **$319**

- I wish to place a **Basic Listing**  
  - I am a repeat advertiser and  
    - My Basic Listing will cost $190 + GST = **$209**
  - or  
  - I am a **NEW advertiser**.  
    - My Basic Listing will cost $190 + GST = **$209**

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**2. TOTAL COST OF ADVERTISING**

- **School Community Members**  
  - I wish to republish my ad from the 2008 Directory without changes @ a cost of $136 + GST = **$149.60** (15% discount)
  - I will be supplying **new** artwork. My ad will cost $144 + GST = **$158.40** (10% discount)

- I wish to republish my listing from the 2008 Directory without changes @ a cost of $93.50 + GST = **$102.85** (15% discount)
  - I will be supplying **new** Listing information. My ad will cost $99 + GST = **$108.90** (10% discount)

- I wish to republish my ad from the 2008 Directory without changes @ a cost of $246.50 + GST = **$271.15** (15% discount)
  - I will be supplying **new** artwork. My ad will cost $261 + GST = **$287.10** (10% discount)

- I wish to republish my listing from the 2008 Directory without changes @ a cost of $161.50 + GST = **$177.65** (15% discount)
  - I will be supplying **new** Listing information. My ad will cost $171 + GST = **$188.10** (10% discount)

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**Office Use Only**

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3. BUSINESS AND CONTACT DETAILS

Business Name ________________________________________________________________

Business Postal Address __________________________________________________________

__________________________________________ Postcode ______________ ABN _________________________

Contact Name ____________________________________________ Tel. ______________________________

Mobile __________________________ Email ____________________________________________

4. PAYMENT DETAILS

☐ I am enclosing a cheque in the amount of $ _____________

☐ I would like to pay by Direct Deposit
   Please pay into NAB account, BSB: 082-491, Account Number: 518762923 with the code CBD plus the first FIVE letters of your Business Name as reference.

☐ Please charge my credit card in the amount of $ ____________ as follows:

   Card Type (please circle)  MASTERCARD                    VISA                    AMEX
   Card Number

   ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

   Expiry _____ / ______  Name on Card ________________________________________________

5. SUBMIT ARTWORK

The deadline for submission of your artwork or Listing Information and logo is Friday 14 November 2008. Please submit artwork in PDF or JPEG format by email to: foundation@mas.nsw.edu.au

Thank you!

for your booking in the 2009 Macarthur Anglican School Community Business Directory.

“Supporting those who support us”