

2012 ADVERTISING RATES and Fact Sheet

PERTH & district CHRISTIAN DIRECTORY
PO Box 5572 Canning Vale South WA 6155



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Pay by :-

**Saturday
20 August**
(Incl. 10% GST)

**Friday
30 September**
(Incl. 10% GST)

Book Now!
and Pay
by 20 August
for the Best Rates!

DISPLAY ADVERTISEMENTS - all inside pages IN FULL COLOUR

- BUT after 1 SEPTEMBER EXCLUDES FREE ARTWORK - see below & over

We place a .pdf copy of the PCD on the www so the world can see your entry!

Small Display (90 mm wide x 25 mm high)	\$ 139.50	\$ 155
Business Card (90 mm wide x 55 mm high)	\$ 279.00	\$ 310
Quarter Page (90 mm wide x 115 mm high)	\$ 558.00	\$ 620
Half Page (185 mm wide x 115 mm high)	\$ 787.50	\$ 875
Full Page (185 mm wide x 235 mm high)	\$ 1170.00	\$ 1300
Cross-Reference Listing	\$ 54.00	\$ 60

i.e. Classification, Name of Company & Reference to page of main display entry + page 3 Index entry

Kindly Note!

The sizes of entries that may be booked are as indicated to the left.

A few entries in the 2011 edition were, by arrangement, of non-standard size.

N.B.

Special discounts

excluding Earlybird Discount are only available up to Quarter Page size

Our preferred method of payment !

Internet Electronic Funds Transfer to:
BSB: 016 485 A/C N°: 4371 63662
Account Name: Perth Christian Directory

kindly email us details of your payment

E. & O.E.

What Next ! ... it's this easy !

1. BOOK

Please consider the size and classification of your entry/s and kindly email your wish as soon as you can ! New advertisers can use the eBooking Form on our website. We will confirm with a Tax Invoice with any discounts available.

2. DESIGN

For new designs, please send a rough layout of the exact wording required with any logos or photos being emailed. For free artwork preparation - we require your design by 1 September. We will thereafter prepare a proof for your consideration during September/October. You may supply completed artwork: but please download our 'Guidelines' from www.perthchristiandirectory.com

3. PAY !

We offer an Earlybird Discount for payment received by 20 August 2011. Otherwise, the final date for payment and inclusion in the 2012 edition is 30 September 2011.

I am really not in a position to finance late payments !

Please commit to pay by 30 September 2011

and KINDLY RETAIN THIS FACT SHEET

Artwork & Typesetting

up to 1 September - FREE OF CHARGE !

(excluding gloss cover pages) — thereafter see fees noted over.

To encourage early booking it is our pleasure to offer to prepare your typesetting free of charge - unless you wish to have something requiring outside expertise, when we would advise you accordingly - providing you give us your wording by 1 September. (© CONDITIONS APPLY- SEE OVER)

The pages of the Directory need to be assembled on our (Macintosh) computer so that we can download the completed Directory to the Printer electronically . . . and

because we are printing on newsprint there are certain design limitations . . . therefore

IF YOU WISH TO SUPPLY YOUR OWN COMPLETED ARTWORK, PLEASE DOWNLOAD A COPY OF OUR 'Guidelines for preparing Artwork for the P.C.D.'

before starting work on the artwork !

We cannot be responsible for the printed quality of submitted designs.

Our Rate Sheet, Booking Form and 'Guidelines' can be downloaded in .pdf format at:-
www.perthchristiandirectory.com

E&OE

◆ ◆ ◆ We would be delighted to have the opportunity to promote your business in the 24th edition of the Perth Christian Directory !

Scheduled to be published Mid-December 2011: approximately 20,000 copies will be distributed through churches (see list at back of Directory), Christian bookshops and many of the advertisers.

◆ ◆ ◆ our advertisers

For the sake of our readers, we do need to have a working definition as to eligibility for advertising in the Perth Christian Directory

A Christian Directory should contain Christians and we have therefore adopted the historical (Protestant) interpretation of a 'Saved, fellowshiping, Christian'.

We believe that the way to become a Christian, no matter which church one attends, is for each one of us to have repented and to have asked the Lord Jesus Christ to forgive us of our sins and to become the only Lord and the Saviour of our life. Our Salvation is by grace alone, through faith alone, and only because of Christ's completed work on the Cross. No one and nothing but Jesus, Crucified. We then need to be a continuing work in-progress. The Bible tells us that Christians should regularly fellowship with other Christians ... and we do ask on the Booking Form at which church, fellowship or group that takes place. We offer a free supply of the P.C.D. to be sent direct to that meeting place each year; although we do not distribute through the Roman Catholic churches.

◆ ◆ ◆ the Directory

The Perth Christian Directory is not an ecumenical exercise!

Acknowledging that the various denominations and groupings do have different emphases - for the purposes of promoting your business, we welcome all those who have acknowledged their need, and have asked Jesus to be the Lord and Saviour of their life - as outlined above - and, to the best of their ability, conduct their business on Biblical principles.

We ask you for a commitment to do a great job for your customers and one that reflects well on your fellow advertisers: for Jesus' sake.

◆ ◆ ◆ payment

In fairness to all those who do pay on time, we just ask that everyone does the right thing when making their booking: and commit to paying by 30 September 2011.

Our preference is for payment by EFT, where convenient !

◆ ◆ ◆ artwork

before 1 September -

It would be our pleasure to prepare your straight-forward typesetting free of charge - providing you give us your wording by 1 September, latest.

If you wish to have something that requires greater expertise, we can recommend a few professional graphic designers who can do you a far superior job than I can !

For instructions received after 1 Sept.

The average in-house cost of typesetting would be:-

SMALL DISPLAY	\$40	BUSINESS CARD	\$60
QUARTER PAGE	\$75	HALF-PAGE	\$100
FULL-PAGE	\$150	Alterations	- pro rata

The above includes 10% GST

(© Where no charge is made by us, we retain the copyright on any typesetting that we originate, but would be happy to release it to you for use in other publications for the fee noted above . ©)

If you wish to supply your own completed artwork - it is **most important** to ask for a copy of our 'Guidelines for preparing artwork for the PCD' before you start work on it ! (Downloadable from our Website)

◆ ◆ ◆ proofs

Individual layouts will be proofed and sent to you for your approval, as completed. Remembering that I do all production and administration myself, the preparation of proofs may, at times, take longer than others but I expect to have all proofs completed by the end of October.

In addition, we will send you a proof of the final page layout of every page on which you have an entry - **early in November** with just one week before going to the printer.

It will then be vital that you kindly tell us of any mistakes that I may have made in assembling your pre-approved entries immediately - because that is how it will go to print , and we cannot accept responsibility for any errors thereafter!

◆ ◆ ◆ the very small print

We do not cover certain categories e.g. Health, Healing, Therapy, Teaching, Life Coaching, Ministry, Counselling, Seminars, Wealth-making Schemes, Multi-level Marketing & 'Party Plan'. We do reserve the right to advise on suitability & quality of copy supplied: and, for the long-term good of the Directory, the Editor reserves the right to reject an entry, for whatever reason.

Each entry is displayed in the Directory alphabetically, by classification, subject to editorial discretion concerning overall layout constraints - We are not able to book a particular page or position.

As a directory we do request that no prices are shown and only discreet claims are made: no direct or indirect comparison with any other business/s. Our desire is to promote every entry equally.

Whereas we take every precaution to ensure the accuracy of each entry (by emailing you a proof of your final page layout early in November,) we restrict our liability for any mistake made by ourselves or our printer to a maximum of a free replacement entry in the next edition, or pro rata.

Thank you so much for your help in all these matters.