

ADVERTISING ORDER FORM

Details

Name:

Email:

Phone number:

Company name:

Company billing
name (if different:

Email for invoice:

Advertising

Type:

Date (leave blank if unknown):

Signed:

Date:

To be returned to: rebecca.wylie@waikatochamber.co.nz

CONTENT REQUIRED

EXCLUSIVE EDM

- Provide either the link to a Mailchimp template, or
- The content (including hyperlinks) in a Word document laid out how you would like the EDM to look, and any images / graphics (jpg, jpeg or png file accepted) attached to the email. If you wish to include a video, provide a YouTube or Vimeo link.
- Wording for the 'Subject' line of the email.
- Mailchimp's email templates are 600 pixels wide, so it's best to use images with a maximum width of 800 – 1200 pixels. Mailchimp will resize images to 600 pixels. There is no limit to the length of an image, but keep readability in email browsers in mind.
- A graphic design fee of \$50 will be applied if you would like the Chamber to design your EDM for you.
- Content is due no later than 1 week prior to the advertising date.

FORTNIGHTLY NEWSLETTER

- Provide a JPG, JPEG, PNG or PDF file of the completed advertisement.
- The content (including hyperlinks) in a Word document laid out how you would like the ad to look, and any images / graphics (jpg, jpeg or png file accepted) attached to the email. If you wish to include a video, provide a YouTube or Vimeo link.
- See above for details on the width of the completed advertisement. We recommend a maximum length of 400 pixels for any images for better readability. Any text or pictures provided may be shortened to fit within the standard ad size.
- A graphic design fee of \$50 will be applied if you would like the Chamber to design your EDM for you.
- Content is due no later than 1 week prior to the advertising date.

BANNER AD

- A 480 x 60 pixels file.
- JPG, JPEG or PNG files accepted. Flash ads are accepted.
- The website URL to direct the banner to.
- A graphic design fee of \$50 will be applied if you would like the Chamber to design your EDM for you.
- Content is due no later than 1 week prior to the advertising date.

INVOICING TERMS & CONDITIONS

INVOICING

An invoice (along with a delivery report if required) will be sent to you upon the completion of the advertising for an Exclusive EDM or Newsletter. An invoice for the Banner Ad will be sent at the start of the advertising period. An impressions report will be sent at the end of the advertising period if required.

TERMS AND CONDITIONS

- The Waikato Chamber of Commerce (hereinafter referred to as 'the Chamber') reserves the right to refuse advertising to any organisation.
- Advertising dates are subject to availability, and the Chamber reserves the right to change the scheduled date of the advertising at its discretion.
- Bookings must be confirmed no later than two weeks prior to the advertising date.
- Content for the advertisement must be received **no later** than one week before the advertising date. The Chamber reserves the right to cancel the booking and offer to a company on the waitlist should this deadline not be met. The Chamber reserves the right to charge the Client in full for the booking.
- The Chamber reserves the right to edit or reduce the length of any EDM content submitted, to ensure it aligns with our formatting, style, and space requirements. A limit of 500 words is applicable and the EDM style should be in advertorial format.
- If the Client requires the Chamber to design the Exclusive EDM or Fortnightly Newsletter Ad, a design fee of \$50 will be added to the invoice (basic design only).
- Content must be received in full no later than one week before the advertising date, and no more than three rounds of changes are permitted (with a test email sent each round).
- Postponement or cancellation of advertising must be received no later than one week before the advertising date. Should notification of postponement or cancellation be received by the Chamber less than one week before the advertising date, the Chamber reserves the right to charge the Client in full for the service.
- Exclusive EDMs will be sent via Mailchimp and only to the specified database.
- The Chamber bears no responsibility for the results or outcome of the advertising.
- Each advertising option is limited to one booking per quarter per organisation, with a minimum three-month interval between instances.
- While we may promote content related to political parties or messaging, we are unable to support or promote any form of election campaigning. This includes material that endorses or solicits votes for specific candidates or parties during an election period, in line with our commitment to maintaining electoral neutrality.