



#BuyPmb Campaign

We invite you to help us help you!

In 2018, the PCB will drive a #BuyPmb campaign, recognising the value in supporting local businesses and the positive impact that has on our whole city.

Locals are encouraged to:

- Recognise the importance of supporting local;
buying local = growth = jobs = reduced crime = happy people = happy city = love local!
- Recognise the products manufactured locally when shopping; and
- Know the local individuals who supply various services and support them.

So how do we do this?

The first step, is to give as many people as possible a copy of **The Little Green Book 2018 — Pietermaritzburg**, with contact details and info of our locals in it.

How do you make sure that YOU feature?

Here are the options:

Keeping it local!

INSIDE COVERS + OUTSIDE BACK COVER

148 width x 210 height
Type area:
134 x 197mm
Bleed: 3mm

PCB members: R5 400
non-members: R10 800

BASIC BUSINESS LISTING

3 lines:
1: Name + phone no.
2: Address
3: Email and website
(no logo | no pics)

PCB members: R175
non-members: R350

BASIC BUSINESS LISTING

R175.00

Make sure that others have your business name, your number, address, email contact and website address.

PCB members : R175.00 (Non-members R350.00)

PRODUCT PROMOTION

R950.00

Let us know what products you are making locally and which stores sell them. Every product brand you have must be known to the community.

PCB members : R950.00 (Non-members R1 900.00)

FULL PAGE ADVERT

134 width x 197 height
No bleed

PCB members: R5 000
non-members: R10 000

PRODUCT PROMOTION

blocked space of
134 width x 32mm high
- Logo or Photo
- Product description
- Retail outlets
- Website URL

PCB members: R950
non-members: R1 900

SKILLED INDIVIDUAL

R750.00

You are an expert and you need everyone to know that your skills are available right here in our city!

PCB members : R750.00 (Non-members R1 500.00)

There's more!

Block advertising space in *The Little Green Book 2018, Pietermaritzburg* is available. However it is limited, so if you love local, snap it up fast.

HALF PAGE ADVERT

134 width x 95 height
No bleed

PCB members: R2 950
non-members: R5 900

SKILLED INDIVIDUALS

Business Card style ad
65 width x 40mm height
Logo
Name + Contact details

PCB members: R750
non-members: R1 500

COVER PAGES

R5 400.00

3 Cover pages: the inside front, the inside back, as well as the outside back covers are available.

PCB members : R 5 400.00 (Non-members R10 800.00)

INSIDE PAGE ADVERTS

from R2 950.00

Limited space available

Full page: **PCB members R 5 000.00** (Non-members R10 000.00)

Half page: **PCB members R 2 950.00** (Non-members R 5 900.00)

All prices exclude VAT

For more information contact Heidi Jadoo at 033 345 2747 • Email pcb@pcb.org.za

PARTICIPATION BOOKING FORM

#BuyPmb Campaign

Yes, please! We love local and would like to be part of this campaign.



Business name:	
VAT no.:	
Postal address:	
Phone / Cell:	
Fax/Email:	
Contact Person:	
PCB member	<input type="checkbox"/> YES <input type="checkbox"/> NOT YET

Artwork requirements:

Please send us the following:

BASIC BUSINESS LISTINGS

Info to be supplied in Word document as follows:

- Line 1: Name (max 30 letters) Phone (10 digits)
- Line 2: Address (max 45 digits, spaces and letters)
- Line 3: Email/website (max 45 digits, spaces, letters)

PRODUCT PROMOTION

- Product / brand name.
- Either one photo or logo per product.
- Description of up to 70 words, which must include names of outlets where your products can be purchased.
- Phone, Email, website.

SKILLED INDIVIDUAL

- Hi-res logo or photo
- Name of individual
- Contact details as on your business card

ADVERTS

Hi-res artwork made up to sizes as specified on the rate-card. Should you require assistance, our design studio can assist.

We wish to feature in *The Little Green Book 2018 — Pietermaritzburg* as follows:

TICK	FEATURE	INFO	PCB MEMBER	NON MEMBER
	Basic Business Listing	3 lines in directory	175.00	350.00
	Product Promotion	Per product (No of products:)	ea 950.00	ea 1 900.00
	Skilled Individual	Business card style	750.00	1 500.00
	Inside Front Cover	1 only	5 400.00	10 800.00
	Inside Back Cover	1 only	5 400.00	10 800.00
	Outside Back Cover	1 only	5 400.00	10 800.00
	Full Page Advert	Limited	5 000.00	10 000.00
	Half Page Advert	Limited	2 950.00	5 900.00
	Sub-total			
	14% VAT			
	Total			

Please note:

PCB membership information and application forms are available from Thabisile Ngidi email: info@pcb.org.za • Standard terms and conditions of the South African Printing Industry and those of the publisher apply. • Advertisers agree to supply material timeously, so as not to delay production. • Final artwork is subject to the approval of Pietermaritzburg Chamber of Business. • Page and position allocation of adverts lies at the discretion of the PCB. • No liability will be accepted by Pietermaritzburg Chamber of Business, their designers nor their production team for any errors or omissions which may occur, including copyright disputes. • Cancellation fee of up to 90% may be charged by PCB. • Payment is due on invoice.

Authorised person:
Designation:
Signature:
Date: