

# The Hills Parents' Directory 2012

## Business Advertising & Sponsorship Application Form

Applications Close 9th Dec, 2011 (Distribution from Mar 2012)

### Contact Details

Business Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
Postal Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

### Advertisement Rates/Size

Please tick the advertisement size you would like to book

(prices include all design, GST, printing and distribution. Discounts do not apply for artwork supplied by the advertiser. Ads are full colour)

Size	Dimensions		
<input type="checkbox"/> Small	58mm (wide) x 58mm (high)	approx 1/6 of a page	\$395
<input type="checkbox"/> Medium	122mm (wide) x 58mm (high)	approx 1/3 of a page	\$565
<input type="checkbox"/> Large	122mm (wide) x 125mm (high)	approx 2/3 of a page	\$895
<input type="checkbox"/> Full Page	122mm (wide) x 192mm (high)	approx full page	\$1,290

**15% discount  
when you also book  
a Large or Full Page  
ad in The Penrith/  
Blue Mtns edition**

### Sponsorship Rates

Please tick the sponsorship you would like to book

(prices incl all design, GST, printing and distribution. Discounts do not apply for artwork supplied by the advertiser. Sponsorships are full colour).

Position	Dimensions	
<input type="checkbox"/> Page Sponsorship	120mm (wide) x 20mm (high)	\$295
<input type="checkbox"/> Inside Front Cover	45mm x 45mm	\$355
<input type="checkbox"/> Outside Back Cover	35mm x 35mm	\$295

### Advertisement Artwork

- I will be supplying my own artwork (EPS, JPG or print quality PDF only, no bleed - refer to ad size above)  
 I would like Shel Design to design my advertisement (free of charge)

### Terms & Conditions

- Advertisements are in full colour and prices include all design, GST, printing and distribution of The Hills Parents' Directory
- Shel Design reserves the right to refuse ads that conflict with the values and vision of Shel Design and The Hills Parents' Directory.
- Payment for advertising must be paid in full on application to secure your advertising space. A tax invoice will be provided upon receipt of payment. Refunds are not given once your ad has been designed.
- All advertisements designed by Shel Design are copyright to Shel Design. If you wish to use your advertisement outside the Directory, you must gain permission in writing from Shel Design and a small fee may be charged for supply of PDF.
- You may supply your own advertisement providing it adheres to the relevant advertisement dimensions and is provided as an EPS, PDF (print quality) or JPEG (300dpi). Shel Design takes no responsibility for mistakes or errors in advertisements provided by the advertiser.
- An artwork proof will be supplied to you and must be signed off prior to print. Once you have signed off, Shel Design takes no responsibility for any mistakes or errors in the advertisement. Any artwork changes required after you have signed off will be charged at \$70/hour and can only occur if the Directory has not been sent to print.

### Payment Details

Total Payment: \$ \_\_\_\_\_

Cheque (payable to "Shel Design Pty Ltd")  Bank Transfer (Shel Design, ANZ, BSB: 012-098, Acc No: 900 860 348)

Credit Card Card Number: \_\_\_\_\_ Exp: \_\_\_\_ / \_\_\_\_

Card Type: \_\_\_ VISA \_\_\_ Mastercard

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

I hereby certify that the information supplied on this application form is accurate & I agree to the associated Terms & Conditions.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Send completed Application Form with payment attached to:

**Shel Design, PO Box 8142, Glenmore Park NSW 2745**

OR

**Fax: 02 4733 2521**

#### Office Use Only:

Paid \_\_\_\_\_  
 Inv/Rec \_\_\_\_\_  
 Signoff \_\_\_\_\_  
 Appr \_\_\_\_\_

# The Parents' Directories

a free resource for parents of children aged 0-4 years



## The Hills Parents' Directory 2012 Business Advertising & Sponsorship

The Hills Parents' Directory is a genuine resource for parents that also provides an avenue for local business to reach a specific audience. It has been widely and enthusiastically received by health and welfare organisations, retail outlets and parents.

### What is "The Hills Parents' Directory"?

The Hills Parents' Directory is a booklet that provides parents of children aged 0-4 years with a single resource containing local information as well as everyday important facts and tips. The Hills Parents' Directory includes:

- Local business advertisements specific to parents
- Playgroup & Community Information
- Immunisation info & childhood diseases table
- Important phone numbers (eg Poison Info, Hospitals, Emergency, etc)
- Websites for Parents
- Feeding, sleep & play tips
- Other relevant parenting info

### Distribution

The Hills Parents' Directory is A5 size and 10,000 full colour hard copies are printed. The Hills Parents' Directory is also available as a downloadable PDF on The Parents' Directories website ([www.parentsdirectories.com.au](http://www.parentsdirectories.com.au)).

Distribution begins March 2012 with distribution points that include: doctor's surgeries/medical centres, community/neighbourhood centres, local businesses, welfare organisations, libraries, information centres, playgroups, coffee shops, schools, child care centres, and many other relevant community focal points.

The Parents' Directories are also promoted via The Parents' Directory website ([www.parentsdirectories.com.au](http://www.parentsdirectories.com.au)), The Parents' Directories Facebook page ([www.facebook.com/parentsdirectories](http://www.facebook.com/parentsdirectories)) and via directory listings on a wide variety of child-related websites and forums.

### Why Should You Advertise?

- Distribution is directly to parents (not just anyone) so your advertisement is viewed directly by your target customers.
- Contains information that parents regularly refer to (eg immunisation information, important phone numbers) and therefore won't be thrown away after reading it once (like an advertisement in the local paper).
- ADVERTISEMENT RATES INCLUDE ALL DESIGN, so your ad will be professionally designed to show your business at its best!
- Advertisements are in FULL COLOUR - compared to other full colour advertising, The Hills Parents' Directory provides great value for money.
- The Hills Parents' Directory will be distributed widely (see above) and regularly across the 2012 year.
- All advertisers receive a FREE WEB LINK to their website from The Parents' Directories website

### Who Can Advertise in or Sponsor The Directory?

To be included in the Business Directory section of The Hills Parents' Directory, businesses must specialise in, or be able to cater for, children aged 0-4 years and/or their parents. Shel Design reserves the right to refuse ads that conflict with the values and vision of Shel Design and The Hills Parents' Directory. Sponsorship opportunities are also available (see overleaf for options). These opportunities are OPEN TO ANY BUSINESS, regardless of whether they cater for children aged 0-4 yrs and/or their parents.

### How Do I Book My Advertisement/Sponsorship in The Directory?

See the Application Form overleaf for information about costs and application process. Advertisements and sponsorships are limited and will be on a "first come, first served" basis.

### Further Information

If you require further information, please go to [www.parentsdirectories.com.au](http://www.parentsdirectories.com.au)

The Parents' Directories are developed, produced and published by Shel Design Pty Ltd (ACN 135 045 395)

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f: 02 4733 2521

w: [www.parentsdirectories.com.au](http://www.parentsdirectories.com.au)  
e: [info@parentsdirectories.com.au](mailto:info@parentsdirectories.com.au)

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