

ADVERTISING INFORMATION



About The Supporter

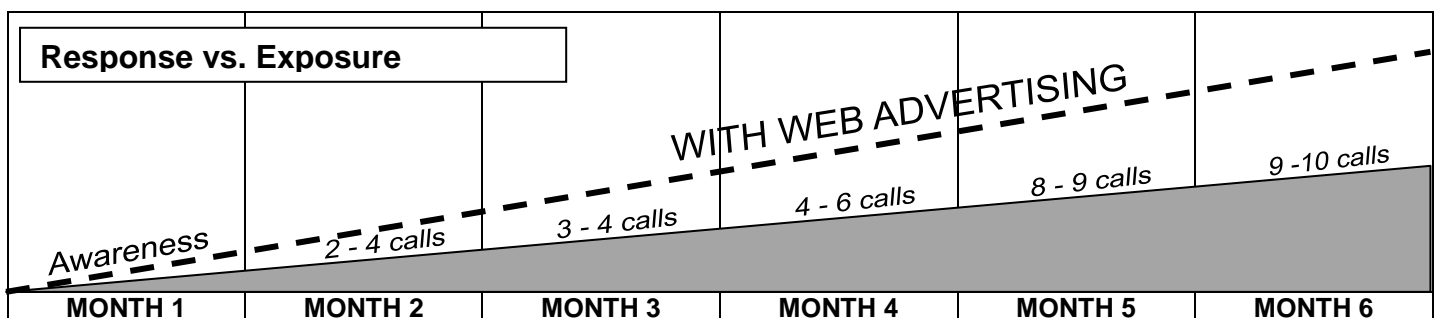
www.thesupporter.co.za

This is a monthly advertising publication/ booklet that is distributed to every house and business in Pierre van Ryneveld and overflowing to the surrounding shopping centres (i.e. Cornwall View, Elardus Park, Monument Park, Lyttelton, Doornkloof, Irene) with a current circulation of 5000. The booklet is distributed within the first week of every new month. It is A5 size and has a full colour gloss cover with black and white pages. Our website works hand in hand with the advertising booklet, providing a vital online directory of businesses and services in the area. Unlike other sites with similar intentions our website is advertised in the booklet and provides the community with 24 hour access and search engine friendly information. The aim is to promote business and services in the area to the local community and encourage people to support one another.

Our passion at The Supporter is to help local businesses grow and expand, we celebrate entrepreneurs! We thus put our combined experience of more than 20 years in sales and marketing together to develop a cost effective way to help the entrepreneur and small/ medium business take their companies to the next level.

Advertising is not about selling it is about exposure, letting people know on a mass scale WHO you are and WHAT you do is a very effective way of attracting new business. The Supporter is an advertising medium that is affordable and reaches potential customers in your immediate vicinity. Our strategy to deliver door to door is designed to get your advertising message directly into the comfort zone of peoples homes where they are relaxed and have time to browse and think about what is being offered, with out being harassed. The overflow is designed to be distributed in a manner which attracts only parties who are interested in the services and products being advertised.

The key to its effectiveness as an advertising medium is consistency...not only from us consistently producing the booklet on a monthly basis, but also by you the advertiser having constant exposure in it. Research has shown that a once off ad can be beneficial but ultimately it is only after a 3 month period that your products and services get branded in potential customer's minds. They may not need what you have to offer today, but that doesn't mean they don't need it at all. The point of constant exposure is that when they do need a service or product that you offer, they know exactly where to find it...why? BECAUSE they have had constant reminders that you are the company in the area to approach.



How many times have you picked up a flyer or a business card that you deemed useful, but when the time comes and you need the advertised services or products it's nowhere to be found, instead you rush around trying to find an alternative company. As mentioned before once-off advertising is useful for the "need-it-now" buyers, but constant exposure ensures that YOU are the company that is remembered and people know exactly where to find you.

An interesting example of this is the entrepreneur who sells flowers at the traffic lights, he waves it in your face everyday you pass him, and you shake your head and wave him on because you have no need for his flowers. Two things happen though, on a day that he's there you may have just the right amount of cash on you and a special person to give them to and you impulsively buy from him OR you need flowers and head directly to the traffic light where he stands, because you know he is there. It's all a matter of constant exposure.

Many of our advertisers report that they have had great success with The Supporter; the secret to this is that they appear constantly in our booklet. They tell us often about how advertising with The Supporter has helped increase calls and more importantly increase turnover! What are you waiting for, get your business on the map!

How to place your advert:

1. Choose your advert size
2. Design your artwork to fit and save as a Jpeg file (if you need assistance with artwork please make sure you mention it, there will be no additional charges if your artwork takes less than 1 hour to design)
3. Fill out attached Agreement
4. E-mail Agreement, Artwork and Proof of Payment to info@thesupporter.co.za
OR contact us to collect it
5. The ad will be confirmed once all the relevant info has been received.
OR
6. Go to www.thesupporter.co.za and place your ad online

ADVERTISING BOOKLET PRICING			
Type	Size	Cost per Month	Availability per Issue
Full Colour Gloss	Front Page - 13 x 15cm	R2500.00	1
Full Colour Gloss	Half Page - 13 x 9.5cm	R1550.00	2
Full Colour Gloss	Quarter Page - 6.3 x 9.5cm	R1000.00	8
Grayscale on White	Full Page - 13 x 19cm	R1500.00	Unlimited
Grayscale on White	Half Page - 13 x 9.5cm	R800.00	Unlimited
Grayscale on White	Quarter Page - 6.3cm x 9.5cm	R400.00	Unlimited
Grayscale on White	Medium - 6.3 x 6cm	R250.00	Unlimited
Grayscale on White	Small - 6.3 x 3cm	R180.00	Unlimited
Grayscale on White	Custom- (as per customer)	On request	Unlimited
<i>*All Above ads placed will receive 1 year FREE listing on the website www.thesupporter.co.za</i>			
Grayscale on White	Booklet listing Max 180 characters	R30.00	Unlimited
OTHER ADVERTISING OPTIONS			
Website only	Directory Listing	R100.00 per month	
Website only	Banner Ad	R400.00 per month	
Distribution only	Own Pamphlet	R250.00 per 1000 - max size A5	

Please check your artwork and information before submitting as changes can not be made after deadline. If you have any specific request regarding positioning please make a clear note of it when submitting the artwork and we will endeavour as far as possible to accommodate your request.

The website is updated on a weekly basis and the deadline for ad placement in the advertising booklet is normally 15 days (including weekends) before the last day of the month.

Contact Information/ Queries

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