

## MEMBER TO MEMBER MAILOUT SERVICE – REACHING YOUR TARGET AUDIENCE

The Auckland Chamber of Commerce provides its members with a cost-effective direct marketing service, which allows for targeted communications with our 5000 Chief Executive records.

You can choose to conduct your direct mail through using a personalised/non-personalised

- letter
- pamphlet
- insert
- flyer

## Segmentation Opportunities

### **COMPANY SIZE**

By employee number e.g. small companies employing less than 5, or companies employing between 25 - 30

### **GEOGRAPHIC LOCATION**

Physical area / box zone location

### **TRADE CATEGORIES**

Select particular company types from a comprehensive database of trade categories

## Who does what?

A mailing through the Auckland Chamber of Commerce is simple to organise. You provide us with the mailing content and we do the rest. You will be provided with a telephone contact list for your follow-up

**It's cost effective too** – Just contact Sulu Robertson for a quotation or fill in our automatic online form at [www.aucklandchamber.co.nz/Advertise/Print-Advertising/Direct-Marketing-Service.aspx](http://www.aucklandchamber.co.nz/Advertise/Print-Advertising/Direct-Marketing-Service.aspx), which increases the ease and speed of the mail-out segmentation process.

## Special Conditions

- Prices include postage, envelope and set up costs
- A minimum quantity of 500
- Payment must be received in full prior to the DM Campaign commencing. The Chamber reserves the right to amend the quote for "non-standard" requirements.
- All mail outs must acknowledge Chamber membership e.g. "Dear Fellow Chamber Member". You must also insert a footnote to the effect "This mail-out has been facilitated by the Auckland Chamber of Commerce".
- A sample of all proposed mailing content must be delivered to the Auckland Chamber of Commerce in advance of the mail out to receive a quotation. The Chamber retains the right to refuse any publication, which it deems inappropriate.
- Additional costs will be incurred for further segmentation of the Chamber trade categories
- All mail outs are to be completed within one month of lodgement.
- The Auckland Chamber of Commerce has the facility to compare our list to the mailers list (de-dupe) and will conduct this for an additional cost. Please ensure we are made aware of your requirements in order to receive an accurate quotation.

## CHOOSE YOUR MAILING LIST CRITERIA/REQUEST A QUOTE

Choose your mailing list criteria by completing this form - we'll then send you a quote within 3 working days.

### COMPANY SIZE Choose the size of the organisations you wish to target

I would like to direct mail to organisations with employee numbers ranging between \_\_\_\_\_ and \_\_\_\_\_

### GEOGRAPHIC LOCATION Choose the geographical location of the organisations you wish to mail to

<input type="checkbox"/>	Central Auckland	<input type="checkbox"/>	North Shore	<input type="checkbox"/>	West Auckland	<input type="checkbox"/>	East Auckland
<input type="checkbox"/>	Rodney	<input type="checkbox"/>	South Auckland	<input type="checkbox"/>	Papakura City		

### TRADE CATEGORIES Choose the type of organisations you wish to mail to

<input type="checkbox"/>	Accommodation & Food Services	<input type="checkbox"/>	Manufacturing
<input type="checkbox"/>	Administration & Support Services	<input type="checkbox"/>	Mining
<input type="checkbox"/>	Agriculture, Forestry & Fishing	<input type="checkbox"/>	Not Elsewhere Classified
<input type="checkbox"/>	Arts & Recreation	<input type="checkbox"/>	Professional, Scientific & Technical Services
<input type="checkbox"/>	Construction	<input type="checkbox"/>	Public Administration & Safety
<input type="checkbox"/>	Education & Training	<input type="checkbox"/>	Rental, Hiring & Real Estate Services
<input type="checkbox"/>	Electricity, Gas, Water & Waste Services	<input type="checkbox"/>	Retail Trade
<input type="checkbox"/>	Finance & Insurance Services	<input type="checkbox"/>	Transport, Postal & Warehousing
<input type="checkbox"/>	Healthcare & Social Assistance	<input type="checkbox"/>	Wholesale Trade
<input type="checkbox"/>	Information, Media & Telecoms	<input type="checkbox"/>	

### DESCRIPTION OF CONTENT

<input type="checkbox"/>	Personalised Letter	<input type="checkbox"/>	DLE Window envelope	<input type="checkbox"/>	DLE Insert
<input type="checkbox"/>	Non-personalised Letter	<input type="checkbox"/>	DLE Plain envelope	<input type="checkbox"/>	More than one DLE insert
<input type="checkbox"/>	Additional pages	<input type="checkbox"/>	Non DLE envelope	<input type="checkbox"/>	Non DLE insert

Contact Name: \_\_\_\_\_ (FIRST) (LAST)

Company: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_