



ZIWC
Advertising
6300 Zug
www.ziwc.ch

3 ways to advertise with ZIWC:

Website: used for a web banner, for companies with an English website.

Special offer for 3 months: CHF 250.00 (150x200 pixels).

1 month: CHF 100.00

Web banner can be either horizontal or vertical.

Newsletter (NL): paper or electronic it is the same thing.

Our members can choose how they want to read the newsletter.

Distributed to all our members.

The newsletter is produced every second month.

Advertisers receive an electronic version when they appear.

You can advertise as a one off, as a contract 3 or 6 issues.

You can also advertise with just text for people who do not have or want a logo. (Classifieds)

Minimum of 2 lines (approx. 90 characters) each line 10.00CHF

Membership Directory (MD): this is our phonebook with the contacts of all our members.

The MD is published once a year and distributed to members only in October.

Our advertisers will receive a copy of the MD without the names and contacts of our members to protect their privacy.

This is the only booklet that our members keep for the whole year.

Our members look for contacts they might need in form of adverts in this booklet.

The process of advertising:

- 1) Decide when you want to advertise
- 2) Decide where: Newsletter, Membership Directory or web site.
- 3) Decide what size advert (ie $\frac{1}{4}$, $\frac{1}{3}$, $\frac{1}{2}$, $\frac{1}{1}$ page) you want to book
- 4) Book it latest on the first of the month prior to appearance with me:



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5) Supply ready advert on the 5th latest in pdf format.

6) Web advertising can be submitted from 3 days prior to appearance.

Once the advert has been published and distributed or the web banner has been placed on the website the advertiser will receive an invoice per pdf with 30 days to pay.

Please see our Terms and Conditions on our website.

March 2017