

PostCodeSpecials.com.au

CORONAVIRUS SPECIAL

In these unprecedented times many businesses are finding it tough. If you are still operating and want to promote your business then local advertising is a great way to go and getting yourself known during this crisis should help you when the turnaround comes.

For the next three months we will be waiving all fees and giving **free advertising** to any business looking to promote their products or services with us.

Just complete the form at the end and email it back and we will do the rest.

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A NEW CONCEPT IN ADVERTISING.

Advertising industry experts have been predicting the demise of local newspaper advertising for many years but these newspapers are still as popular as ever. Most towns have a free weekly newspaper packed with adverts from local businesses. Internet advertising has never really replaced newspaper advertising in most areas but internet advertising has created a whole new advertising area which is growing daily.

PostCodeSpecials.com.au is a national enterprise aimed at the local area which taps into this new area. The way it works is completely different to other current forms of internet advertising which generally use directories to allow the customer to look up a business. Our concept narrows down the advertising specifically to the local area targeting the new customers that businesses want.

HOW IT WORKS

Generally businesses need one result from their advertising spending and that is more customers and more business. Larger businesses may want to advertise for brand awareness but that inevitably leads to more customers, which is really the name of the game. Many businesses have a web presence and it is important for them to get their website up the search engine ratings. Feedback as to where a new customer came to find out about them is also important. *PostCodeSpecials.com.au* covers all these areas in a simple way.

The *PostCodeSpecials.com.au* website just asks you to enter in your postcode (if people don't know their postcode or are in a new area there is a postcode search facility). Once the postcode is entered a page is displayed listing all the advertisers in that postcode. All the user has to do is click on the ad to get details of the special offer. Where *PostCodeSpecials.com.au* is different is that you never have to enter personal details and we do not collect any information about the viewer or the computer. There is no need to submit an email

address, credit card or phone number either. Many websites will not give you any information until they collect your name, email address and phone number, etc. Then they bombard you with junk email and often sell your email address to other companies. It is often difficult to stop this email coming. With *PostCodeSpecials.com.au* you click on the advert and a new page opens with details of the offer together with an offer code that needs to be quoted to the supplier to get the special deal. The page can be printed or the code can just be written down (or memorized even). It is as simple as that for the customer. With a smart phone the customer can just show the advert to get the offer.

For the advertiser there are many advantages and a few are listed here.

1. The business will know if the advertising is successful because of the number of people quoting a code or giving them the printout.
2. There is no voucher or coupon needed to be laboriously reclaimed from the web advertiser which cuts down on paperwork and helps cashflow.
3. If the business has a web site their URL will be included in the advert which helps their ratings with the search engines.
4. The advert stays on *PostCodeSpecials.com.au* for a year all for the cost of a small advert in a local paper.

This is a summary of how the advertising works.

COSTS

A single advert in a single postcode costs \$275.00 plus GST. This is comparable in price to an advert in a local paper. But here is the thing. The PostCodeSpecials ad stays up for a whole year and isn't thrown out with next week's recycling never to be seen again (unless you pay again of course). To increase coverage the advert can be placed in adjacent postcodes for only \$50.00 plus GST per year.

YOUR ADVERT

Before placing your advert you need to think of a special offer that will attract people to your business. People love special offers but it doesn't need to be extravagant, just a little something. For example, if you are a coffee shop how about offering a free cup of coffee on Thursday morning when you bring a

friend. It is a way to entice people to come to your business and hopefully become regular customers.

Visit www.postcodespecials.com.au and look at the other businesses advertising with us to see what offers they have.

Once you have decided on your offer you need some graphics to go with the advert. We can scan this from a brochure or alternatively email us a jpg file we can use.

All you then need to do is fill in the advertising booking form, email it and make payment to the account on the form.

It's as simple as that!

If there is anything you are unsure of feel free to contact us for more information.

Email: info@goldpages.biz

Tel: **0434957566**

PostCodeSpecials.com.au

ADVERTISING BOOKING FORM. (FREE CORONAVIRUS SPECIAL)

This is a contract to place your advertising on the PostCodeSpecials.com.au website.
Could you please complete, sign and return this form with the graphic attached.

Thank You
Gary Green

NAME:		
ADDRESS		
Ph:	MOBILE:	
FAX:		
EMAIL:		
POSTCODE :		
MAIN POSTCODE TO PUBLISH UNDER :		
PLEASE LIST ADDITIONAL POSTCODES TO PUBLISH UNDER BELOW:		
2:	3:	4:
5:	6:	7:
8:	9:	

<i>COSTS (for 3 months)</i>
1st Postcode FREE
2nd Postcode FREE
3rd Postcode FREE
4th and subsequent Postcodes (up to 9) FREE

ADVERT TEXT

PLEASE ATTACH GRAPHIC ON A SEPARATE PAGE OR AS A JPG OR PDF FILE.

I / We..... agree to place advertising on postcodespecials.com.au for 3 months, starting as soon as published.

I / We confirm authority to use any trade marks used in the graphic supplied.

Signed.....

Name(please print)

Position.....

Date.....