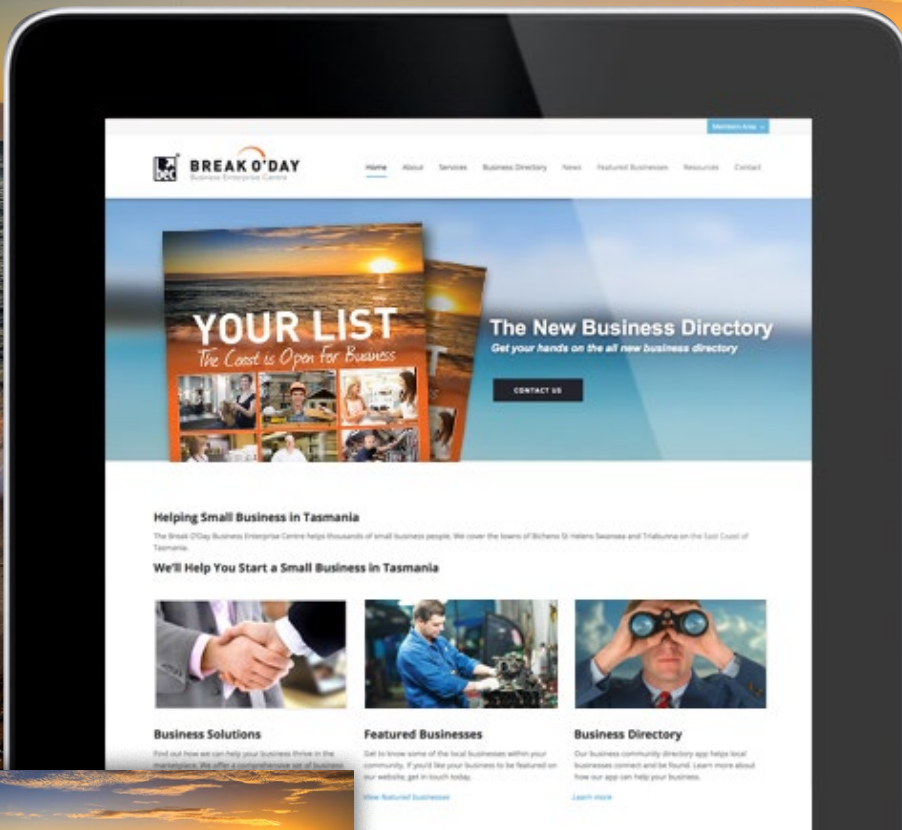


# The Coast is Open For Business

Book your place NOW. Closes 3 June



**YOUR LIST**  
*The Coast is Open For Business*

**EASTERN TASMANIA**  
Your list of local business and community contacts  
**2016/17**

**BREAK O'DAY**  
Business Enterprise Centre

The East Coast Business  
and Community Directory  
**2016/17**

**BREAK O'DAY**  
Business Enterprise Centre

Boost your business presence and sales this year by appearing in the “Your List” directory. For a very low fee you have access to a very wide audience.

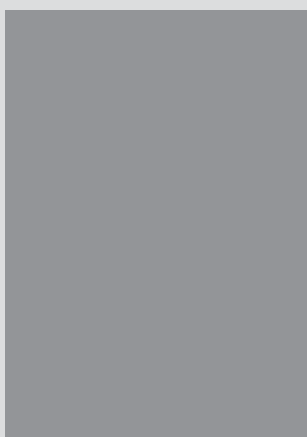
The Break O’Day Business Enterprise Centre assists thousands of small businesses up and down the east coast of Tasmania. *The 2016/17 East Coast Business and Community Directory* is now open to advertisers.

**Make sure you are part of the most respected trade directory in Tasmania.**

## Why should I participate?

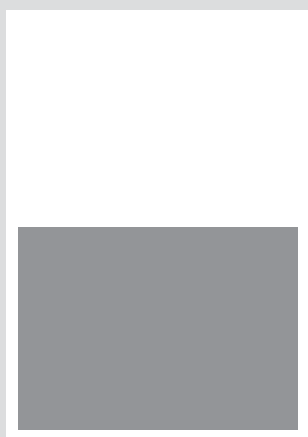
- It is the number one promotional tool for the East Coast.
- Your advertisement is included in print and web format.
- A FREE copy of the East Coast Business and Community Directory is available to residents and businesses throughout the Break O’Day Region and along the East Coast. It is also given to every new resident as part of the Break O’Day Council’s “New Residents Kit”.
- It is the best value advertising in the region. No other publication can match our targeted distribution and marketing of your business.
- It is a yearly publication with a long shelf life.
- The guide is supported by a coordinated and strategically developed marketing plan.
- The guide is searchable on the web.
- It provides great exposure and marketing support for all businesses on the East Coast.

## Advertising Sizes



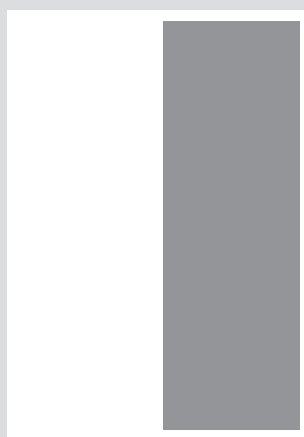
### Full Page

Trim: 210mm x 148mm  
Type: 186mm x 124mm  
Bleed: 220mm x 158mm



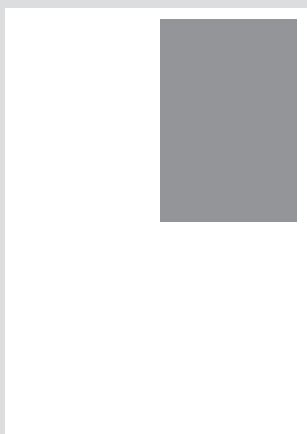
### 1/2 Page (Horizontal)

Size: 92mm x 124mm



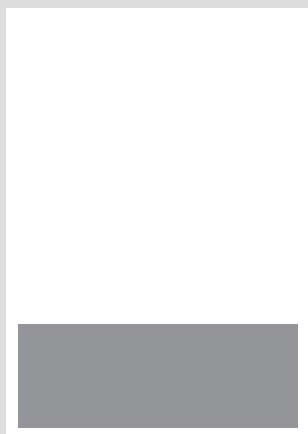
### 1/2 Page (Vertical)

Size: 186mm x 60mm



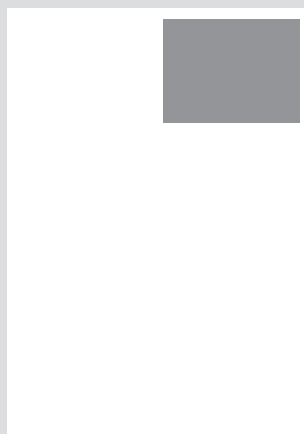
### 1/4 Page (Vertical)

Size: 92mm x 60mm



### 1/4 Page (Horizontal)

Size: 45mm x 124mm



### 1/8 Page

Size: 32mm x 60mm

## Acceptable Formats

### Acceptable File Formats (Mac only)

- Distiller PDF (High Resolution 300dpi with bleed and crop marks)
- TIFF (CMYK, 300dpi at final reproduction size)
- Indesign native format. Fonts and images must be supplied as separate files (MAC ONLY)
- Adobe Illustrator EPS with fonts supplied or outline

### Unacceptable Formats

- Microsoft Publisher
- Microsoft Word
- Microsoft Powerpoint
- Microsoft Excel
- CorelDraw
- Quark

### Digital Images

When supplying digital images, resolution should be at 300pdi, all colour must be in CMYK. No Pantone or RGB.

