



Halton Environmental Network

2011 BUSINESS RATE SHEET

Prices valid until October 31, 2011

MENU		BENEFITS INCLUDED	RATE	FEE PAID
Halton Enviro Guide	BASIC listing – Non-Profit	Listing in 2012 Halton Enviro Guide – non-profit businesses	\$30	
	BASIC listing – For Profit	Listing in 2012 Halton Enviro Guide – for profit businesses	\$40	
	Supporter	Logo beside listing in 2012 Halton Enviro Guide	Add \$100 to basic	
	Bronze Sponsor	Logo beside listing and small logo on sponsor page of 2012 Halton Enviro Guide	Add \$200 to basic	
	Silver Sponsor	Logo beside listing and medium logo on sponsor page of 2012 Halton Enviro Guide	Add \$320 to basic	
HEN website	BASIC Online directory listing	Listing and link in directory on www.haltonenvironment.com	\$40/yr.	
	AD – Directory page – rotating	Rotating ad and link on main directory page (max. 10 per spot)	\$15/mo. \$40/3 mo.	
	AD – Directory page – fixed	Featured fixed ad and link on main directory page (1 only)	\$60/mo.	
	AD – HERE! home page	Rotating ad (max. 10 ads) and link in Featured location on HERE! home page	\$15/mo. \$40/3 mo.	
	AD – Home page	Rotating ad (max. 10 ads) and link in Featured location on home page	\$20/mo. \$50/3 mo.	
HEN e-bulletin sponsor		Logo on footer of every bulletin page (max. 2 per issue)	\$40/issue	
		Logo on footer of every bulletin page and on centre of HEN home webpage	\$200/mo. \$500/3 mo.	
Discount		For any two publications	10% off	
		For all three publications	15% off	
TOTAL				

Please see reverse for terms, conditions, and additional benefits.

Please include this sheet with the application form.

Halton Environmental Network, c/o 5408 Derry Road, RR#2, Milton, ON L9T 2X6

Phone: 905-827-5989

E-mail: hen.admin@gmail.com

Website: www.haltonenvironment.com

2012 Halton Enviro Guide:

10,000 copies will be printed.

Distribution is through multiple channels, including:

- At public events (approx. 30 events attended each year with a reach of 75,000 people)
- Placement in all town halls and libraries in Halton
- To HEN member groups and through their displays at events
- To businesses listed in the Enviro Guide

Booking deadline for 2012 Halton Enviro Guide: Wednesday, September 21, 2011

Payment deadline for 2012 Halton Enviro Guide: Friday, October 7, 2011

Printing and distribution will be in October 2011.

HEN website:

<http://haltonenvironment.com>

400-500 unique visitors per week

Business listings appear in online directory at

<http://haltonenvironment.com/halton-enviro-guide/business-directory>

Advertising possibilities on home page and in online directory.

Ads have been receiving very high click-through rates, averaging around 20%.

Ads include placement of ad within your directory listing.

All listings and ads include a direct link to your home page (or other page of your choice).

Listings for the online directory and ads will be accepted at any time.

Listings will be posted once payment is received.

Ads will be posted or entered into the queue once payment is received. If there is a queue, you will be notified.

The time period will begin from the date of posting.

HEN e-bulletin:

<http://haltonenvironment.com/ebulletin>

Emailed directly to approx. 775 people

Link posted on Facebook and Twitter

Posted to the home page of the website, and remains there until replaced by the next issue.

Produced weekly except during school breaks (e.g. 2 per month in summer).

Basic bulletin sponsorship is a logo on the footer of every page of the bulletin (max. 2 per issue).

Monthly bulletin sponsor is recognized on home page and e-bulletin page of website in key location as well as on the footer of every page of the bulletin (only 1 monthly bulletin sponsor at a time).

Bulletin sponsorship will be accepted at any time, and entered into the queue once payment is received. If there is a queue, you will be notified.

The time period will begin from the date of the first bulletin sponsored.

The bulletin format will be changing; bulletin sponsorships are not currently being accepted beyond September 30, 2011.

All categories also receive:

- the opportunity to promote upcoming environmental events and news in the HEN e-bulletin
- invitations to networking meetings, workshops, and events
- information referrals

All listings, ads, and logo placements are subject to approval by the HEN Board.

Payment:

By cheque, payable to Halton Environmental Network, mailed to address below.

By credit card through PayPal at <http://haltonenvironment.com/halton-enviro-guide/listing-your-business>.

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