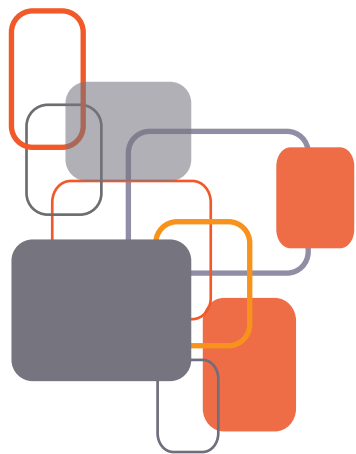




Accommodation Suppliers Group

Media Kit 2016



Accommodation Suppliers Group Catalogue

In 2013 we, like so many other suppliers, were standing around at a trade show lamenting the work piling up back in the office whilst we awaited visitors to our stand.

We've all been there, the trade shows which take days out of our schedule, thousands out of our pockets, and reach very few customers who are in the frame of mind to make a decision. How many times have you spoken to prospective clients at a trade show and known that their only interest was the next break and what was on the lunch menu? Although we love meeting all of our supplier friends at each of the stands at every trade show, we know that our time could be better spent.

During one of these trade shows an idea was formulated, a seed planted, and from that the concept that we can spend our time and money better by forming an Accommodation Suppliers Group. We did this in 2014 with an initial 20 page A4 catalogue which was delivered to over 10,000 accommodation properties in Australia.

By pooling resources and developing an Accommodation Suppliers Group catalogue showing ONLY goods required by accommodation venues with no articles or other information they are not looking for, the catalogue has become a reference point delivered annually and helps each supplier fly their own flag in a more cost effective way.

The Accommodation Suppliers Group catalogue is an A4 gloss finish format, each supplier has one full A4 page to advertise their goods and services. We simply then organise the printing, packing, labeling and delivery via Australia Post direct to the property in an A4 envelope addressed to the General Manager.

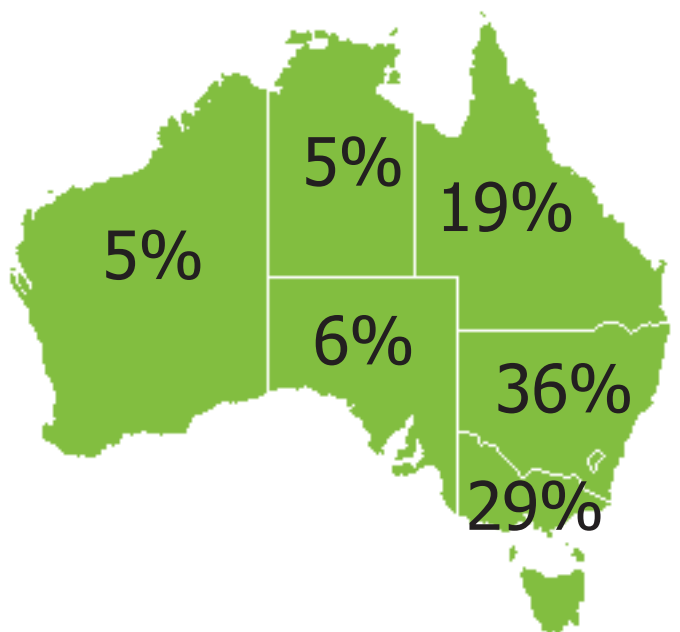


Distribution

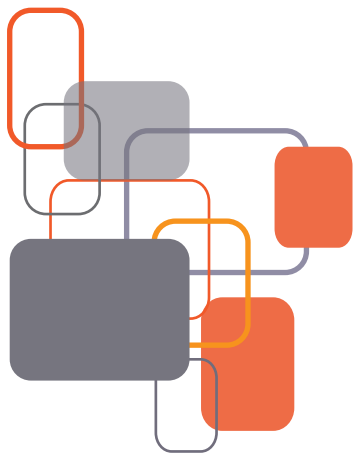
The Accommodation Suppliers Group catalogue is posted to a database of just over 12,500 hotel and motel businesses throughout Australia.

Breakdown:

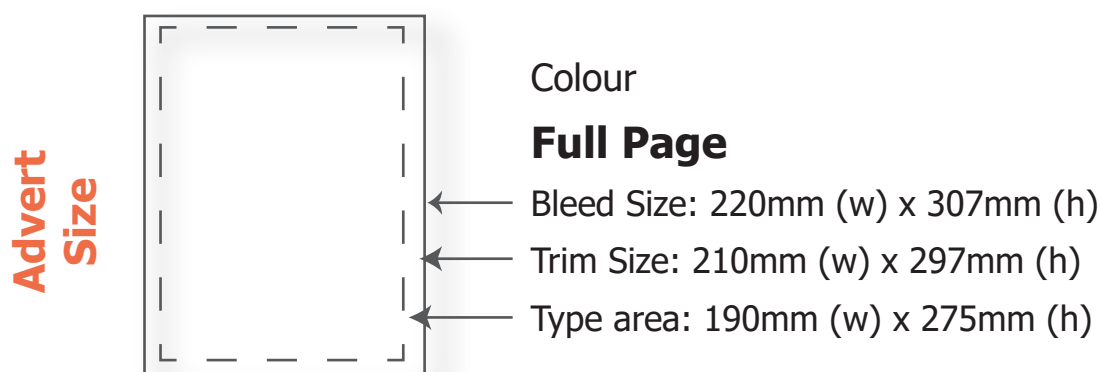
NSW	36%
VIC	29%
QLD	19%
SA	6%
WA	5%
ACT/TAS/NT	5%



Artwork Specifications



Delivery of material:



Digital Material

All pic/logos and linked files must be supplied or embedded
All images should be 300dpi or greater

Preferred Applications

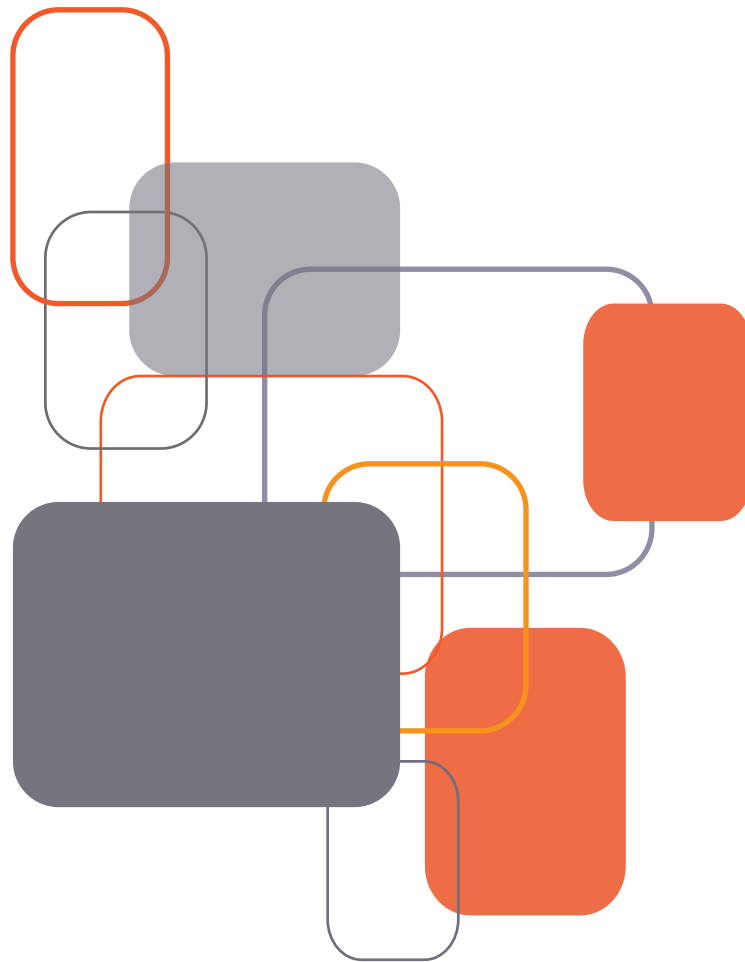
Illustrator
Indesign

Formats

PDF
CMYK format

Email

Please email artwork: jodi@farmbaye.com



Accommodation Suppliers Group

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