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## **Aberdeen & Grampian Chamber of Commerce exists to create the connections which grow the North-east economy.**

One way we do this is through our print and digital publications, which are widely-read and highly-regarded in the region's business community.

Our **Morning Bulletin** news service is sent to over 17,000 subscribers every weekday morning at 8.30am. It is packed full with the latest local, national and international business headlines, alongside news from our 1,250+ members.

The Morning Bulletin mailing list is a 'who's who' of the region's business and political community and it is the perfect platform to get your message in front of the most influential people in Aberdeen and Aberdeenshire.

We also have our long-established **Business Bulletin** magazine, which is published 10 times a year and has a readership of over 10,000 people per issue.

It is the region's premier print business publication and is circulated to all Chamber members and the wider business community.

It features a range of interviews, articles on topical business issues and the latest news from companies across the North-east.

The Chamber is a cherished and trusted local brand, and **our** community is **the** North-east business community.

We look forward to working with you to achieve your goals.

# EDITORIAL CALENDAR

In 2024, the Business Bulletin will focus on the following themes. While we have outlined some potential advertising and editorial routes which may fall under these broad themes, they aren't exclusive. If you have a story to tell, we want to hear about it.

MONTH	THEME	BOOKING DEADLINE	ARTWORK DEADLINE
February	Digital and innovation	10 Jan	15 Jan
March	Finance	7 Feb	12 Feb
April	Property and Infrastructure	6 Mar	11 Mar
May	Local Heroes	10 Apr	15 Apr
June	Employment law	8 May	13 May
July / August	Hospitality and Tourism	5 Jun	10 Jun
September	Marketing and business growth	7 Aug	12 Aug
October	Inspirational Leaders	4 Sep	9 Sep
November	Energy transition	9 Oct	14 Oct
December / January	Positive Change	6 Nov	11 Nov

# MORNING BULLETIN PRICING

The Morning Bulletin allows you to reach more than 17,000 key business people and decision-makers in the North-east every weekday morning. We offer a variety of advertising options to help you connect with potential customers.

SPACES	MEMBER*			NON-MEMBER*		
	WEEK	MONTH	YEAR	WEEK	MONTH	YEAR
Premium Banner	£1,000	£3,600		£1,500	£5,400	
Secondary Banner	£750	£2,700		£1,200	£4,000	
Takeover Premium & Secondary	£1,500	£4,800		£2,250	£7,200	
Market Watch		£1,250	£15,000		£1,500	£18,000
Energy Watch		£1,250	£15,000		£1,500	£18,000
Premium Sponsored Article <sup>1</sup>	£1,250			£1,500		
Sponsored Article <sup>2</sup>	£500			£600		
Scrolling News Page Advert & Half Banner	£1,250					

\*Plus VAT

<sup>1</sup>Four inserts across one month with option to change copy four times.

<sup>2</sup>1 week with the same copy running over five consecutive days.

# MORNING BULLETIN EXAMPLES

## SIZES

Premium & Secondary Banner	1600px x 1000px
Takeover Premium & Secondary	1600px x 1000px
Market Watch	1600px x 1000px
Energy Watch	1000px x 1000px
Premium Sponsored Article <sup>1</sup>	1600px x 1000px
Sponsored Article <sup>2</sup>	1080px x 1080px
Scrolling News Page Advert	900px x 1600px
Half Banner	1600px x 500px

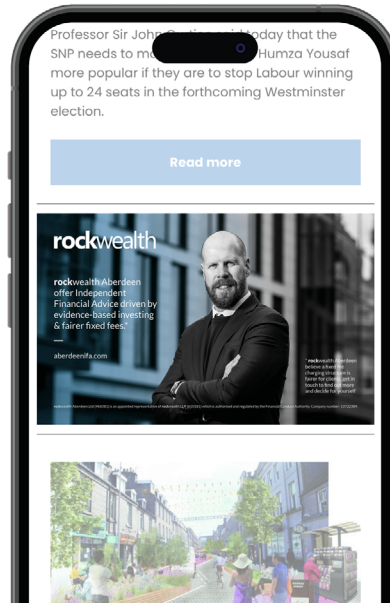
### Energy Watch

1000px x 1000px



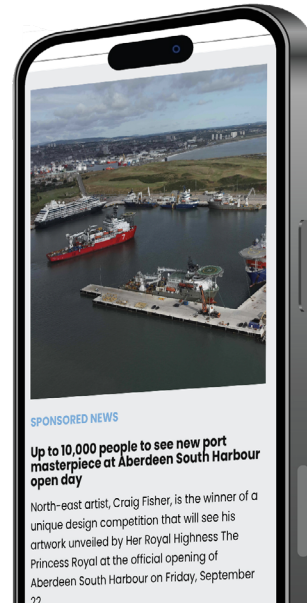
### Premium Banner

1600px x 1000px

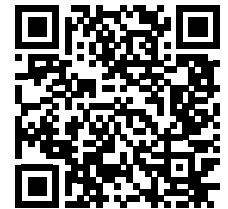


### Sponsored Article

1080px x 1080px



SCAN HERE TO VIEW ALL ADVERT OPTIONS



CLICK HERE

# BUSINESS BULLETIN PRICING

The Business Bulletin is a monthly must-read among the North-east business community.

We offer a variety of advertising options to help you connect with potential customers through the magazine, which is delivered to companies and businesses throughout the region.

PAGES	MEMBER*	NON-MEMBER*
Double Page Spread	£1,600	£2,400
Inside Front	£1,450	£2,200
Outside Back	<b>SOLD</b>	<b>SOLD</b>
Inside Back	£1,200	£1,800
Full Page	£970	£1,450
Half Page	£670	£1,000
Centrefold	£2,500	£3,750

\*Plus VAT

## IN-HOUSE DESIGN

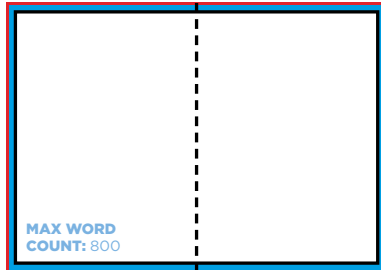
**If you require support to create your artwork and wish to see a proof we can provide this services for an additional fee plus VAT.**

Contact us to discuss the options. Please note, any content which requires bespoke design work or sign off is subject to an earlier deadline than those listed in this media pack and must be agreed in advance. Any more than two revisions of the artwork will incur an additional charge.

MEMBER*	NON-MEMBER*
£150	£225

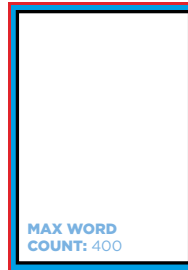
# ARTWORK AND DESIGN GUIDELINES

## DOUBLE PAGE SPREAD



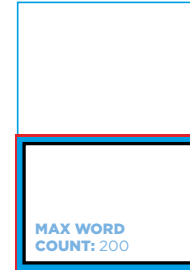
- SIZE:** 420mm x 297mm
- BLEED:** 3mm
- SAFE AREA:** 287mm x 410mm

## FULL PAGE



- SIZE:** 210mm x 297mm
- BLEED:** 3mm
- SAFE AREA:** 200mm x 287mm

## HALF PAGE



- SIZE:** 210mm x 148.5mm
- BLEED:** 3mm
- SAFE AREA:** 138.5mm x 200mm

## FREQUENTLY ASKED QUESTIONS

### WHAT IS BLEED?

The Bleed is the area to be trimmed and ensures that no unprinted edges occur in the final trimmed document. Anything here will be trimmed off, but remember to extend any colouring or images into this 3mm bleed area to avoid white lines appearing during the print finishing stages.

### WHAT FILE TYPES DO YOU ACCEPT?

**We will only accept artwork supplied in PDF file format.**

We are not able to print from Microsoft Word, Excel, Powerpoint, Publisher, or Works files.

### WHAT IS THE TRIM LINE?

The Trim lines help indicate where the product is cut down to size and refers to the end of the paper or finished size. Your advert will be cut on this line, any images or text placed on this area may be trimmed off incorrectly.

### WHAT IS THE SAFE AREA?

The Safe Area is the area 5mm in from all edges and will contain all text and graphics that are not meant to be trimmed.

### WHAT IMAGES SHOULD I USE?

Remember to use high resolution images, if they look pixelated on screen they will look pixelated in print.

# BULLETIN

## TERMS AND CONDITIONS

1. Bookings will not be confirmed without submission of a signed media confirmation form
2. By signing the media confirmation form, the client accepts Aberdeen & Grampian Chamber of Commerce's Terms & Conditions for the Supply of Services and Products which are set out in full at: [www.agcc.co.uk/legal-notice](http://www.agcc.co.uk/legal-notice)
3. Aberdeen & Grampian Chamber of Commerce is not liable for errors in artwork once signed off
4. All artwork is subject to approval by Aberdeen & Grampian Chamber of Commerce and conforms to the British Code of Advertising Practice
5. Clients must provide artwork to the correct specification for the advert booked. We will not alter client supplied artwork
6. Notice of cancellation of your order in relation to services involving email advertisements must be served by you in writing before the booking deadline date. Where such cancellation takes place more than or equal to 7 days prior to the date of that booking deadline date, 50% of the order cost will be payable or should payment have been made in advance 50% of the order payment shall be refunded. Where cancellation takes place less than 7 days prior to that booking deadline date, 100% of the order cost will be payable or should payment have been made in advance no refund shall be made.

## VOLUME DISCOUNT

Booking a series of adverts to run across a number of issues is a cost-effective way of maximising returns on your investment. Talk to your membership representative to discuss volume discounts.



We recently launched a new luxury property development in Aberdeen and wanted to reach a business audience. We placed a banner advert in the Chamber's Morning Bulletin and the results were outstanding.

We had a huge surge in traffic to our website and more than 30 high quality leads.

It is a platform we would recommend to anyone seeking a business audience in North-east.

### **Dean Gowans**

*Director,*  
City Restoration Project

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Jamieson & Carry has enjoyed a long and successful advertising partnership with the Morning Bulletin and Business Bulletin magazine. The magazine continues to cover the top industry issues and retains a strong readership across the North-East business community. This is exactly the type of audience we are looking to reach when promoting our most iconic Swiss watch brands and is key to our continued support of the magazine.



### **Philip Carry**

*Partner,*  
Jamieson & Carry

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Advertising in the Chamber's Business Bulletin magazine and Morning Bulletin has helped raise the profile of my business and directly led to new opportunities. As a financial planning practice, its audience is full of potential clients. I would recommend advertising with the Chamber to any professional services firm looking to expand and raise profile in the local business community.



### **Mark McCue**

*Director,*  
McCue Wealth Management Ltd

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—  
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Aberdeen Energy Park  
Bridge of Don  
Aberdeen  
AB23 8GX

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