



ARMENIAN CHAMBER OF COMMERCE IN AUSTRALIA INC

*Unifying Armenians Through Business*

THE AUSTRALIAN ARMENIAN  
BUSINESS DIRECTORY

2006

'Your partner to success in  
the Armenian community'

*Network,  
Communicate,  
Honour*

platinum





# The **2006** Armenian *Platinum* Business Directory

**is your partner to success in the  
Armenian community...**

The Armenian Platinum Business Directory is now in its **third year of production** and is the only publication of its kind totally dedicated to providing the 40,000 Armenians in Sydney and Melbourne, with up to date information on the businesses serving their needs.

### **Guaranteed Distribution**

Published by the widely respected Armenian Chamber of Commerce in Australia, the Platinum Directory will be distributed to thousands of Armenian households and businesses, in addition to numerous community organizations. **Our circulation in 2005 was 5000 copies.**

### **Guaranteed Usage**

Based on the experience gained from other business directories, the Platinum Directory will be regularly referred to by most of its recipients, many of whom will use it in preference to publications such as the Yellow, White, or Pink Pages.

### **Who Should Advertise?**

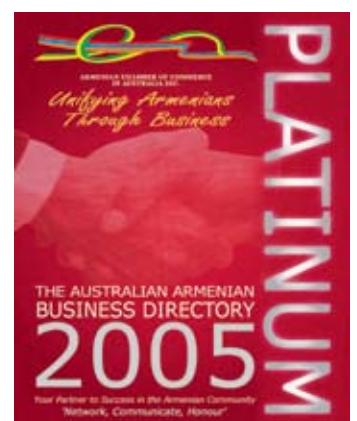
If your company is located in Metropolitan Sydney or Melbourne, or has other ties to the Australian Armenian community, then the Platinum Business Directory will provide you with an optimum level of exposure to a lucrative target audience.

**ALL ADVERTISERS will receive a full colour ad in the directory...**

**ARTWORK IS FREE to all of the advertisers in our directory. All we need is a good copy of your latest business card. You will receive a full colour proof of your artwork for approval before the directory is printed...**

**By upgrading to a 1/4 or 1/2 page ad, YOUR BUSINESS could really stand out from the crowd...**

**A DETAILED COMMUNITY CONTACTS SECTION will encourage frequent use of the directory.**



For your **FREE** copy of last year's directory, please call our office on (02) 9418 9964

FEATURES

# LightCom

## A U S T R A L I A

Specialising in Commercial  
and Low Voltage Lighting

[www.lightcom.com.au](http://www.lightcom.com.au)



Call Vache Ayvazian on  
0417 872 311  
for a viewing or email  
[sales@lightcom.com.au](mailto:sales@lightcom.com.au)

HALF PAGE AD SAMPLE: \$440 inc GST



BERJANI

Berj Ohanessian  
Jewellery Design & Craftsman

Tel: 0412 868 121

Shop 4, 66-70 Archer Street  
Chatswood, NSW 2067



Email: [info@berjanijewellers.com.au](mailto:info@berjanijewellers.com.au) Website: [www.berjanijewellers.com.au](http://www.berjanijewellers.com.au)

QUARTER PAGE AD SAMPLE: \$308 inc GST

  
QUAYSIDE CHARTERS

Over 80 Charter Vessels  
Available on Sydney Harbour

Arakel Hamamdjian  
Managing Director  
Quayside Charters

Phone: (02) 9341 8226  
Fax: (02) 9341 8227

Web: [www.quaysidecharters.com.au](http://www.quaysidecharters.com.au)  
Email: [arakel@quaysidecharters.com.au](mailto:arakel@quaysidecharters.com.au)



KANJIAN & COMPANY  
SOLICITORS AND ATTORNEYS

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T +61 2 9232 5411 F +61 2 9232 0955  
E [ken@kanjian.com.au](mailto:ken@kanjian.com.au) DX 275 Sydney

1/8 PAGE AD SAMPLE: \$143 inc GST...FREE to Members of the Armenian Chamber of Commerce



# The **2006** Armenian **Platinum** **Business Directory**

**makes advertising to the Armenian  
community affordable at last...**

*Book & pay before 31st March  
and receive 10% Discount*

**RATES**

## **ADVERTISING RATES**

### **STANDARD**

Business Card: **\$143 inc. GST**  
Quarter Page: **\$308 inc. GST**  
Half Page: **\$440 inc. GST**  
Full Page: **\$814 inc. GST**

### **SPECIAL**

Inside Front (1/4): **\$550 inc. GST**  
Inside Back (1/4): **\$440 inc. GST**  
Outside Back (1/4): **\$990 inc. GST**  
**includes 1/4 page ad inside book**

**Banner Ad** (per set of two ads, each ad running along the length of the footer of one single page): **\$110 inc. GST**  
(10% discount applies for 10 or more sets)

## **INCLUSION**

When you advertise with us you will receive the following bonus at no extra charge:

- FREE listing in the online version of the Business Directory at [www.armenianchamber.com.au](http://www.armenianchamber.com.au).

## **TO BOOK SPACE OR FOR MORE INFORMATION**

Please call Harmick  
Hacobian on:

**Phone**  
**(02) 9418 9964**  
**0418 646 246**

**Fax**  
**(02) 9418 6911**

To help you further, a representative from the Platinum Business Directory will call upon you shortly to discuss **YOUR** advertising options in the 2006 edition.

**ACT NOW, don't  
delay as all  
bookings close on  
28 April 2006.**

## **ARTWORK AND RATES**

Artwork for advertisements in the Platinum Directory can be created by scanning a good quality copy of your business card. If business cards can be successfully scanned, no extra charge applies for artwork. **A full colour proof will be sent to you by mail for approval before the directory is printed.**

**If the card cannot be successfully scanned, or no artwork is supplied, then the following charges apply: 1/8 page: \$27.50, 1/4 page \$55, and 1/2 page \$77 (all prices inclusive of GST)**

If your business has a logo, or other graphical artwork such as photos that need to be included in the ad, please send these either on a CD, or via email if possible.

Please direct all enquiries regarding artwork to

**Elaine Clayton on (02) 9418 9964.**  
**Email: [elaine@apbd.com.au](mailto:elaine@apbd.com.au)**