



One of the benefits of a membership with the Acheson Business Association is the ability to market your business to other members, potential employees, and potential customers. We offer several media opportunities, both free and paid, that you can take advantage of.

MEDIA OPPORTUNITIES

- Website Banner Ads
- Enhanced Website Listing
- Member-to-Member Deals
- Hot Deals
- Newsletter
- Electronic billboard
- Event Sponsorship
- Printed Business Directory

OUR AUDIENCE

- Our members are involved locally, nationally, internationally in the following industries: agriculture, energy services, transportation, manufacturing, construction, oil & gas, distribution and logistics
- We reach decision-makers, from CEOs and presidents to department managers and sole proprietors

**PLEASE SEE NEXT PAGE FOR
PRICING AND DETAILS**

ABOUT

The ABA is an organization of business and professional people with the primary purpose of promoting the commercial, industrial, social and civic interests of the Acheson Industrial Area in which it was established.

VISION

The Acheson Business Association is a leader in promoting the growth and development of the Acheson industrial area

MISSION STATEMENT

The Acheson Business Association represents its members, and is a collaborative partner in advocating for initiatives and services that provide value for its members, the Acheson Industrial area and the greater Edmonton area.

VALUES

The Acheson Business Association embraces a set of values to support its Vision and Mission:

- **Trust/Integrity/Honesty:** The value of having integrity as an organization, honestly dealing with members and stakeholders and earning trust cannot be measured. The ABA values its reputation of honesty and integrity and views earned trust as priceless.
- **Transparency:** The ABA will conduct its business in a transparent manner – holding the interests of members paramount and dealing with all stakeholders openly.
- **Commitment:** The Vision and Mission of the ABA drive its commitment to the members, to the Acheson industrial park and to the economic well-being of Alberta.
- **Accountability:** As a member driven organization the ABA is accountable to its members. All actions taken by the Association are based on interaction and feedback from the membership.
- **Anticipatory:** The Board and staff of the ABA strive to anticipate issues and actions that might impact the members and the industrial park allowing the Association to get out in front of issues rather than reacting to events and decisions by external stakeholders.

ABA MEDIA OPPORTUNITIES

PRICING 2018

	Description	Investment
Website Banner Ads	Profile your business on our popular website! We have a number of banners available on high traffic pages including the member directory, events, and maps page.	Prices vary depending on page Contact the ABA for more info
Enhanced Website Listing	As a member of the ABA, you receive a complimentary website listing on our online directory. You can upgrade this listing to expand your company's information to include more details, video links, and a higher priority listing within the online directory.	\$150/year
Member-to-Member Deals	Post a deal on the ABA website that applies exclusively to ABA members.	FREE with membership
Hot Deals	Post a deal on the ABA website that applies to anyone that visits the ABA website.	FREE with membership
Monthly Newsletter	Every month, the ABA releases an email newsletter that goes out to all members and associate members. We offer advertorial space in our popular newsletter.	\$100/issue Includes external link
Electronic Billboard	Appear on our strategically located billboards. Members email a logo and a brief description to the ABA and we upload it to the billboard.	Acheson Members: FREE Associate Members: \$50/month Billed quarterly
Event Sponsorship	The ABA hosts a variety of events throughout the year, such as an annual Golf Tournament, various Luncheons, AGM, Christmas campaign, and other special events.	Prices Vary Contact the ABA to sponsor our next event
Printed Business Directory	Every two years the ABA publishes a printed business directory that promotes our members and gets strategically distributed.	Prices Vary Contact the ABA for more info

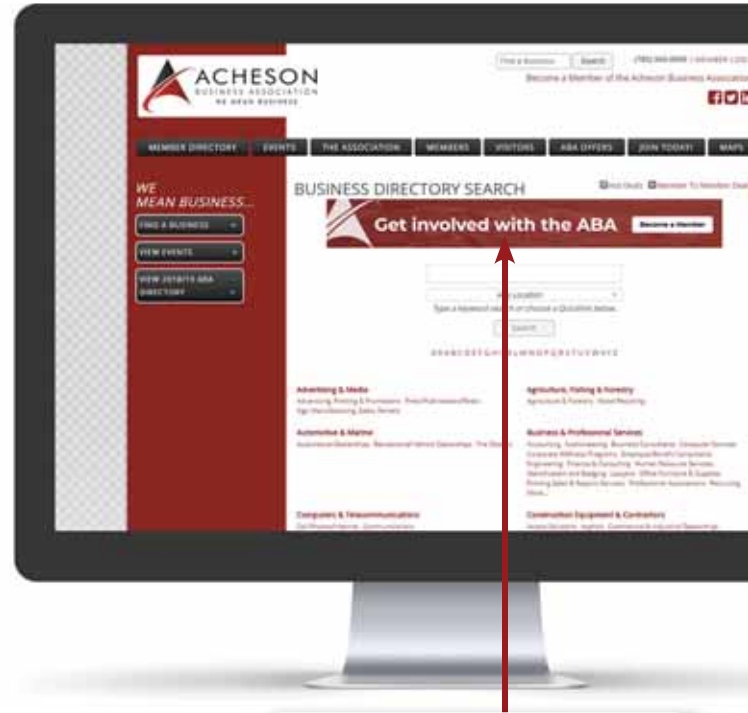
INTERESTED IN ADVERTISING WITH THE ABA?

Contact the ABA by calling (780) 960-0699
or by emailing Natalie at nbirnie@achesonbusiness.com

Banner Advertising

Profile your business on our popular website! We have a number of banners available on high traffic pages including:

- [Business Listings Search Page](#)
- [Business Directory Category Pages](#)
- [Events](#)
- [Job Postings](#)
- [News](#)
- [Hot Deals](#)
- [Acheson Area Map](#)



**Banner size: Leaderboard
(728 x 90 pixels)**

2018 Rate Card

	Monthly	Yearly
Business Listings Search Page	\$170	\$1500
Business Directory Category Page*	\$150	\$1300
Events	\$150	\$1300
Acheson Area Map	\$125	\$1100
Job Posting	\$100	\$900
News	\$100	\$900
Hot Deals	\$100	\$900

* Your banner will also be added to the sub-categories within the chosen high-level category. You can choose to have it appear in all the sub-categories or only select sub-categories

Want to be on multiple places on our website? Receive a 25% discount on each additional banner purchased. If you require assistance designing the artwork, we are able to provide this at \$75/hour, minimum charge 1/2 hour.

Enewsletter

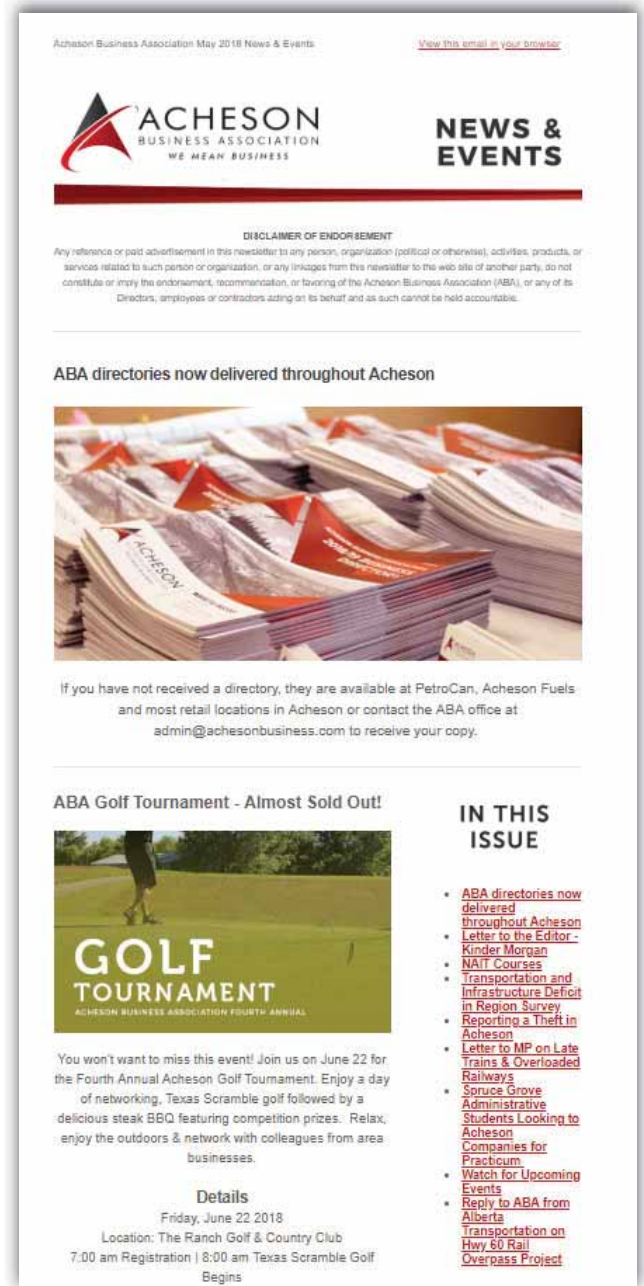
Every month, the ABA releases an email newsletter that goes out to all members and associate members. We offer advertorial space in our popular newsletter.

2018 Schedule

	Deadline
June Newsletter	June 13
July Newsletter	July 11
August Newsletter	August 8
September Newsletter	September 12
October Newsletter	October 10
November Newsletter	November 14
December Newsletter	December 12

Price.....\$100/issue

Enewsletter Ad includes:
 One photo (800 x 400 pixels)
 300 characters of text
 One external link




Acheson Business Association May 2018 News & Events [View this email in your browser](#)

ACHESON BUSINESS ASSOCIATION
WE MEAN BUSINESS

NEWS & EVENTS


DISCLAIMER OF ENDORSEMENT
 Any reference or paid advertisement in this newsletter to any person, organization (political or otherwise), activities, products, or services related to such person or organization, or any linkages from this newsletter to the web site of another party, do not constitute or imply the endorsement, recommendation, or favoring of the Acheson Business Association (ABA), or any of its Directors, employees or contractors acting on its behalf and as such cannot be held accountable.

ABA directories now delivered throughout Acheson



If you have not received a directory, they are available at PetroCan, Acheson Fuels and most retail locations in Acheson or contact the ABA office at admin@achesonbusiness.com to receive your copy.

ABA Golf Tournament - Almost Sold Out!



GOLF TOURNAMENT
ACHESON BUSINESS ASSOCIATION FOURTH ANNUAL

You won't want to miss this event! Join us on June 22 for the Fourth Annual Acheson Golf Tournament. Enjoy a day of networking, Texas Scramble golf followed by a delicious steak BBQ featuring competition prizes. Relax, enjoy the outdoors & network with colleagues from area businesses.

Details
 Friday, June 22 2018
 Location: The Ranch Golf & Country Club
 7:00 am Registration | 8:00 am Texas Scramble Golf Begins

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- [Spruce Grove Administrative Students Looking to Acheson Companies for Practicum](#)
- [Watch for Upcoming Events](#)
- [Reply to ABA from Alberta Transportation on Hwy. 80 Rail Overpass Project](#)

INTERESTED IN ADVERTISING WITH THE ABA?

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 or by emailing Natalie at nbirnie@achesonbusiness.com

Enhanced Website Listing

As a member of the ABA, you receive a complimentary website listing on our online directory. You can upgrade this listing to expand your company's information to include more details, video links, and a higher priority listing within the online directory.

Your Enhanced Listing includes:

- Listing on our website directory under the category of your choice
- Website link
- Social media links
- Priority listing in the website directory
- Logo with listing in the website directory
- 1600 Character Web Description
- 200 Character Search Results Summary
- 100 Character Hours of Operation
- Map & Character Driving
- Directions Logo on Member Page
- 5 Bulleted Highlights, linkable to external site pages
- 20 Keywords
- Unlimited Photo Gallery
- You Tube Video Upload



Price.....\$150/year

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