

## Supplier marketing opportunities: Purchase Card

Our purchase card suppliers are given the opportunity to communicate with our cardholders in various ways:

- Publishing supplier details on the Iemas supplier list.
- Iemas provides suppliers with stickers which may be applied in store as per the store policy by the supplier.
- Participation in our promotions for the purchase card. Regional or national deals possible.
- Listing of suppliers in our newsletters, member statements and on our social media platform.

## Other advertising options at a nominal cost:

### 1. Printed pamphlets

- Iemas can assist you to connect with members who receive posted statements, by including a pamphlet with the statement.
- Space need to be reserved in advance, and the cost per insert is 20c (VAT inclusive). Printing costs of the pamphlet / advertisement are for your own account.
- Iemas will need to approve the advertisement before the printing of the leaflets may commence. The artwork must be submitted to Iemas for final approval and booking purposes before printing.

### 2. Bulk SMS

- Advertise to cardholders in areas of your choice by using the SMS platform at a rate of 31c per SMS (VAT inclusive).
- Create your text message including your supplier name, if you require assistance we can assist. The total number of characters, including spaces, may not exceed 160 characters. The number of SMS's per supplier per annum is limited.
- SMS's are sent out only on weekdays. As this marketing opportunity is offered through a third party service provider, we cannot be held liable for any difficulties that may arise as a result of network/ platform failure or any other unforeseen circumstance that may occur.

### 3. E-Mails

- Advertise Visual electronic communication is an effective way to communicate to cardholders who have access to this facility. We offer this service to a supplier to advertise to cardholders in specific areas of your choice. Electronic advertising can be distributed to cardholders who have given permission to receive marketing material through e-mail.
- Send Iemas your final e-mail artwork in PDF format not exceeding 300KB, specific area of distribution and we will do the rest (maximum size of e-mail is 1.5MB). Cost per e-mail is 65c (VAT inclusive).

*\*Offers and pricing are subject to change without prior notice. Invoices must be settled before marketing campaigns are auctioned.*

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