



USACC BUSINESS DIRECTORY

- PROMOTE YOUR BUSINESS ■
- TARGETED ■ QUALIFIED ■

The **United States-Azerbaijan Chamber of Commerce (USACC)** is soliciting advertising opportunities for its 2009 edition of the *USACC Business Directory*, a 260-page annual publication providing detailed contact information for key government offices, businesses and international organizations in the United States and Azerbaijan. The *Business Directory's* easy-to-use, practical format also provides profiles and contact information for USACC members that allow businesses to quickly connect to explore commercial partnership opportunities.

PURPOSE

The *Business Directory* provides critical information to both American and Azerbaijani audiences interested in bilateral commercial relations. The directory helps connect commercial interests with key business opportunities in both Azerbaijan and the United States, as well as to important government and institutional leaders in both countries.

CONTENT

The *Business Directory* features five main sections, each separated by hard tabs that carry the majority of advertising for the publication. The five sections include:

- A general profile of Azerbaijan, including the structure of its government and relevant regulations and legislation governing business in the country
- Profiles of USACC members
- Azerbaijan-related contacts in the United States, including the Azerbaijan Embassy, various offices within the United States government and international organizations
- Contact information for government offices, nongovernmental organizations and foreign diplomatic missions in Azerbaijan
- A comprehensive listing of companies arranged by industry sector.

DISTRIBUTION

The USACC will publish 4,000 copies of the *Business Directory*, which will be available in March 2009. The *Business Directory* is free of charge to our members, advertisers and participants of USACC-related trade fairs, conferences and other events.

Conferences, seminars and other public forums organized by the USACC and its partner organizations are promoting the *Business Directory*, which will also be available for order through the USACC website.

As with other USACC publications, the *Business Directory* will be widely distributed to businesses, government offices, foreign embassies, international organizations and banks in the United States and Azerbaijan.

For more information, please contact:

Mr. Fettah Anadol, Program Manager

1212 Potomac Street, N.W., Washington, D.C. 20007

Tel: 1 (202) 333-8702; Fax: 1 (202) 333-8703

E-mail: bd@usacc.org

Website: www.usacc.org

ADVERTISEMENT BENEFITS

✓ **Receive the Endorsement of the USACC**

The USACC is the only organization in the United States that promotes business and cooperation between the two countries. By having your company featured in the USACC's business directory, you will help to enhance the reputation and brand of your company around the world.

✓ **Have Your Message Heard Beyond Your Immediate Scope of Outreach**

The USACC will print 4,000 copies of the directory, and it will be distributed among the top executives in the U.S. and Azerbaijan, as well as the key business and government contacts, such as foreign embassies, international organizations, banks, relevant business and government offices in both countries and in Europe.

✓ **FREE One-Year Membership with USACC**

As an advertiser, we offer you USACC regular membership benefits free for one year. Simply choose to become a premium advertiser (front cover inside, back cover and back cover inside only), and get one year of regular USACC membership as our complement to your advertisement. This item applies only to those companies seeking new membership at USACC.

✓ **Extended Reach & Direct E-Mail**

Advertisers will have an opportunity to be featured in the USACC weekly e-newsletter and can promote their company and services to our audience through **a complimentary direct e-mail to more than 4,000 subscribers.**

✓ **USACC Website Listing & Hyperlink**

All advertisers receive a complimentary listing on www.usacc.org - one of the most comprehensive sites about Azerbaijan. The website includes online versions of our publications. The USACC website is extensively used by 10,000-15,000 professionals every month. **Listings will include your company's online banner and hyperlink that instantly connects viewers to your website.**

✓ **Distribution at Designated Places**

The Business Directory is free of charge to our members and advertisers, and participants of USACC-related trade fairs, conferences and other events. **The directory will be placed in major hotels in Baku such the Grand Hotel Europe, the Excelsior Hotel Baku, Radisson SAS, Park Inn and at main offices of airlines operating in Azerbaijan.**

USACC BUSINESS DIRECTORY 2008 ADVERTISERS

Advertise today to join this list!

**AGN MAK Azerbaijan
ATA Holding
Austrian Airlines
Azercell
Azersun
Baku Steel Company
Bertling
Blue Water Shipping
CASPEL
CATEL
Cinderella Travel Co.
Deloitte & Touche
Excelsior Hotel Baku
Gateways
Grand Hotel Europe
Grata Azerbaijan
ITE Exhibitions
JWI
Kapital Bank
MGB Law Offices
Michael Wilson & Partners
Militzer & Munich Bake
Pasha Insurance
PRANT
R.I.S.K Company
Salans
Skylife Travel
Standard Insurance
The Livingston Group
Unibank
Xerotek**

USACC Business Directory

Technical Details

260 pages+ 4 tabs + Cover

Size: Final; 5 3/8" x 8 1/8"
Open size: 10 x 8 1/8"

Pages: Inside; 260 pages, Tabs; 4x2 pages 5-7/8" x 8-1/8", Cover; 2x2 pages 5-7/8" x 8-1/8"

Print: 260 pages: 1/1 bleed, Tabs; 4 process colors 2 sides + gloss lamination 1 side, Cover; 4 process colors 2 sides + gloss lamination 1 side

Paper: Windsor #250 Lbs, Tabs; Supreme gloss cover 220 m, Cover; Supreme gloss cover 220 m

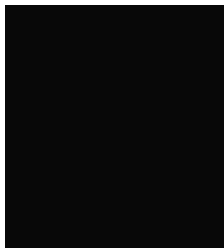
Binding: Trim, fold spiral plastic bound (included diecut 4 tabs in 1 bank of 4)

Ad Sizes & Specifications

<u>INCH</u>	<u>CENTIMETER</u>
5.875 x 8.125	= 14.92 x 20.64
5.375 x 8.125	= 13.65 x 20.64
5.375 x 4.0	= 13.65 x 10.32

Ink: 4 color process, CMYK
High resolution PDF preferred

FRONT COVER INSIDE (color)



Full page
(full bleed)
5.875" x 8.125"
\$2500

BACK COVER (color)



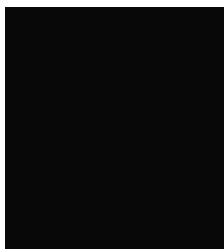
Full page
(full bleed)
5.875" x 8.125"
\$2500

BACK COVER INSIDE (color)



Full page
(full bleed)
5.875" x 8.125"
\$2500

TABS (color)

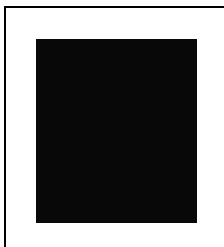


Full page
(full bleed)
5.375" x 8.125"
\$ 2000

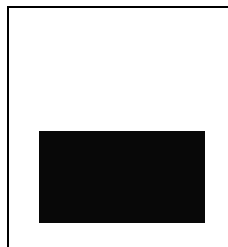


1/2 horizontal
5.375" x 4.0"
\$1100

INSIDE (color)

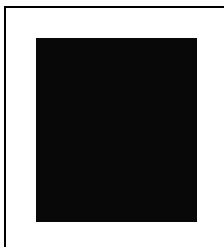


Full page
(no bleed)
5.375" x 8.125"
\$1200

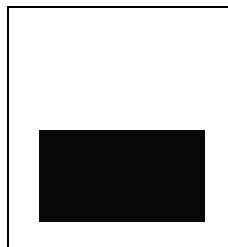


1/2 page horizontal
5.375" x 4.0"
\$700

INSIDE (black&white)



Full page
5.375" x 8.125"
\$750



1/2 page horizontal
5.375" x 4.0"
\$600

ADVERTISEMENT APPLICATION + TERMS & CONDITIONS

All advertisements orders should be placed with USACC no later than **December 1, 2008**. USACC will make **10% discount** for those who make payment and place their orders before **October 30, 2008** or **15% discount for those who sign a two-year contract**. **Now we accept major credit cards!**

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

E-mail: _____

Please highlight desired ad.

Ad	Size	1x Rate	2x Rate (save 15% each year)
Front Cover Inside (color)	Full page (full bleed)	\$2500	\$2125
Back Cover (color)	Full page (full bleed)	\$2500	\$2125
Back Cover Inside (color)	Full page (full bleed)	\$2500	\$2125
Tabs (color)	Full page (full bleed)	\$2000	\$1700
Tabs (color)	½ horizontal	\$1100	\$935
Inside (color)	Full page (no bleed)	\$1200	\$1020
Inside (color)	½ horizontal	\$700	\$595
Inside (b/w)	Full page (no bleed)	\$750	\$638
Inside (b/w)	½ horizontal	\$600	\$510

Payment Options:

_____ Wire Transfer

_____ Credit Card

_____ Check



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TERMS & CONDITIONS

1. The Publisher at all times reserves the right to edit, revise or reject an advertisement.
2. The advertiser or advertising agency shall not cancel or amend orders for advertisement after closing date.
3. The advertiser or advertising agency submitting the advertisement agrees to indemnify and hold harmless the Publisher with respect to cost, damages or other charges falling upon the Publisher as a result of legal actions or threatened legal actions arising from the publication of the advertisement published in accordance with the copy instruction supplied to the Publisher by the advertiser or advertising agency.
4. All complaints or claims regarding advertisements published must be made in writing to the Publisher within 30 days following the date of the publication.
5. Payment should be made within 30 days of the date of invoice. The publisher reserves the right to charge interest of 5% if payment is late.
6. The Publisher reserves the right to revise advertising rates upon written notice at any time.

Signature: _____ Date: _____

Please send completed application form to the attention of Mr. Fettah Anadol. We will contact you as soon as we receive your application form:

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