

HOW TO BUY OVERSEAS PROPERTY SAFELY 2017

BOOKING CONFIRMATION



I would like to book the following space in the 2017 edition of the AIPP Consumer Guide
"How to Buy Overseas Property Safely" 2017

- Logo & Advert **£195**
 Logo, Advert, & Editorial **£245**
+ VAT where applicable

Company name: _____

Address: _____

Booking made by: _____

Signature: _____

Phone: _____ Fax: _____

Email: _____

Please return your booking form to:

Alisa Ardini
AIPP
Clutha House,
10 Storey's Gate,
Westminster,
London,
SW1P 3AY

Email: Alisa@aipp.org.uk
Tel: +44 (0)20 7222 6172

Any questions please contact the AIPP on +44 (0) 20 7222 6172

**Thank you for supporting the
AIPP Consumer Guide 2017**



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ADVERTISING STYLE GUIDE



AIPP's Consumer Guide will include display advertising throughout the publication. Members will be able to produce their own layouts and designs and this style guide provides you with recommended "do's and don'ts" to help you make the most of your advertising opportunity, in keeping with the look, feel and integrity of the AIPP guide.

- DO** be mindful of the guide's shelf life and produce an advert that will work for you for 12 months
- DON'T** focus on an individual property or a limited period special offer that will expire shortly after publication

- DO** focus on promoting your brand, where you sell/provide services, and what services you provide
- DON'T** include information that will become dated, for example using sterling exchange rates where the properties are sold in another currency

- DO** as always, take care to avoid advertising statements that may conflict with AIPP guidelines, such as exaggerated claims or potentially misleading statements
- DON'T** include statements such as 'guaranteed' without an explanation of the 'guarantee' that is in place

- DO** clearly display your phone number, website address and email address and ensure that the brand/company name displayed on the advert is the same as registered with AIPP
- DON'T** submit advertising that may lead to confusion over your company's remit or role. For example, an agent with an exclusive agreement to market a development should not advertise under the developer's logo



Finally, don't forget to include the AIPP Member badge on your advert. The correct formats are below and to access these please logon to AIPP's website or contact memberinfo@aipp.org.uk

