



## 2020 ADDITIONAL ADVERTISING OPTIONS

# EVENT GUIDE MAGAZINE

- The Event Guide is a full colour magazine dedicated to this event. It will feature a complete list of exhibitors, advertisements, event maps, articles on exhibitors and special products, entertainment, prize details and more.
- An online version of the Event Guide will also be published and promoted prior to the event. The online version contains all advertisements, plus articles, maps, event information and more.
- New format and layout.
- Affordable advertising rates include free graphic design.

**ARTWORK DEADLINE: WED 26TH AUGUST 2020**

Phone 4634 7288 or Email [directory@australianevents.com.au](mailto:directory@australianevents.com.au)

### Additional Advertising Options

Highlight your business with an advertisement within both the printed and the online version of the Event Guide. Adverts include a location pin on the event map, highlighted listing in printed guide plus a link to your website in the online version.

1/8 Page Ad: \$150.00.

1/4 Page Ad: \$300.00.

1/4 Page Front Cover Strip Ad: \$600.00. (one only)

1/2 Page Ad: \$600.00.

Full Page Ad: \$900.00.

Full Page 3 Ad: \$990.00.

Full Back Page Ad: \$990.00.



\* Examples of the 2019 Event Guide.

**NEW FORMAT AND LAYOUT**

**NOW PROMOTED ONLINE WITH ADS LINKING TO YOUR WEBSITE**

*\*All advertising is non-refundable and are for exhibiting businesses only. \*Please note that featured exhibitor articles and images are not to be advertisements. This is a great space for you to share new products and services with a great image. Further details listed on page 3.*

### Special Marketing Packages

Special Marketing Packages are available to further promote your presence at the event. Packages include promotion within the printed event guide, the online event guide, on the event website, within email newsletters and on social media.

Package inclusions are listed below:

PACKAGE INCLUSIONS	Pack One	Pack Two	Pack Three
COST	\$400	\$550	\$750
Advertisement size in the Event Guide	1/8 page	1/4 page	1/2 page
Editorial space in the Event Guide	100 words	100 words	100 words
Pin on the Event Map	✓	✓	✓
Highlighted Directory Listing within printed guide	✓	✓	✓
Website link from your ad in the online guide	✓	✓	✓
Live Event Announcement *	✓	✓	✓
Featured Article on website	✓	✓	✓
Featured Article included in one event email newsletter	✓	✓	✓
Featured Article Shared to Social Media	✓	✓	✓

Live Event Announcements are read multiple times daily at the event through the public address systems.



## 2020 ADDITIONAL ADVERTISING OPTIONS

# DIGITAL MARKETING

- The event website contains detailed event information, list of exhibitors, featured exhibitor articles, competitions, prizes, attractions, entertainment details and more.
- Digital promotions come with a bunch of benefits, from exposure on our busy websites to inclusion within our email newsletters and posts to our Facebook and Twitter pages.
- The event website alone received over 20,882 page views the week of the event in 2019, plus we have over 7,943 newsletter subscribers and more than 2,847 followers on the event social media channels.
- Three key banner locations available, only two static banners rotate in each banner position, allowing maximum exposure.
- Banners advertisements include a link back to your chosen website.
- Affordable advertising rates include free graphic design.

To book advertising phone 4634 7288 or email [directory@australianevents.com.au](mailto:directory@australianevents.com.au)

### Website Banner Options

Banner advertisements on the event website include a link back to your website.

- **Premium Right Hand Banner: \$400.00**  
(only 2 banners in this position available)
- **Secondary Right Hand Banner: \$300.00**  
(only 2 banners in this position available)
- **Bottom Page Banner: \$300.00**  
(only 2 banners in this position available)

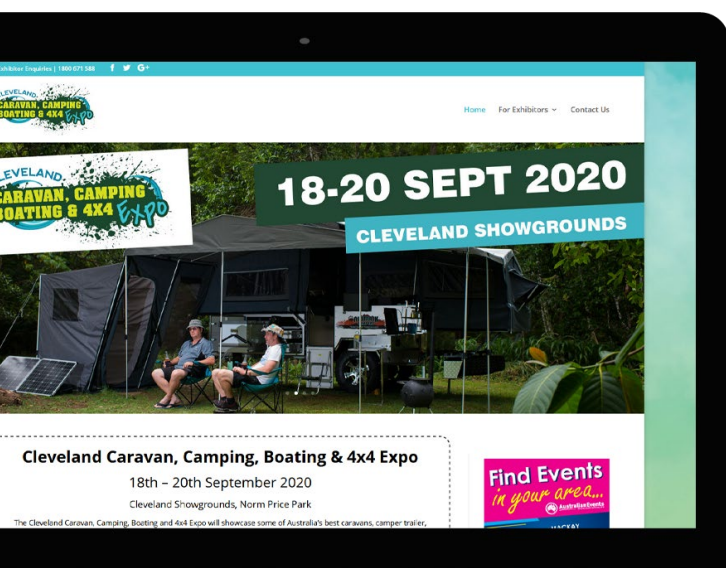
### DIGITAL MARKETING PACKAGES

LIMITED AVAILABILITY - Special Digital Marketing Packages are available to further promote your business. Package inclusions are listed below:

PACKAGE INCLUSIONS	Pack One	Pack Two
COST	\$450	\$550
Website banner with link back to your website	Secondary OR Bottom Banner	Premium Right Banner
Free graphic design of banner advertisement	✓	✓
Featured exhibitor article on event website	✓	✓
Featured exhibitor article included in one event email newsletter	✓	✓
Featured exhibitor article shared to social media	✓	✓

Visit [www.ClevelandExpo.com.au](http://www.ClevelandExpo.com.au)  
to view the banner locations

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## EVENT GUIDE

**ALL ARTWORK MUST BE CMYK COLOUR SPACE.**

**TO BOOK YOUR ADVERTISING NOW OR TO FIND OUT MORE**  
**PHONE 4634 7288 OR EMAIL**  
**directory@australianevents.com.au**

**ARTWORK DEADLINE:**  
**WED 26TH AUGUST 2020**

ADVERT SIZE	PRICE	SPECS AND INCLUSIONS
1/8 Page Ad	\$150.00	92.5mm wide x 63mm high.
1/4 Page Ad	\$300.00	92.5mm wide x 131mm high.
1/4 Page Front Strip Ad	\$600.00 (one only)	190mm wide x 55mm high.
1/2 Page Ad	\$600.00	190mm wide x 131mm high.
Full Page Ad	\$900.00	190mm wide x 267mm high.
Full Page 3 Ad	\$990.00	190mm wide x 267mm high.
Full Back Page Ad	\$990.00 (one only)	210mm wide x 292mm high, plus 5mm Bleed on all sides - no other printer marks (text area - 190mm wide x 277mm high).
Editorial	Included in advertising packages only.	<ol style="list-style-type: none"> <li>1. Editorial to be in 3rd person only.</li> <li>2. Do not include dot points.</li> <li>3. Please do not capitalise words (unless required).</li> </ol> We strongly suggest submitted editorial reads well and does not include hard sales pitches. Turn your sales pitch into a short paragraph explaining what your company does/ provide. Please proof read carefully. Australian Events also reserves the right to edit or change editorials submitted. 1/8 page editorial: Strictly 100 words.

**SUBMITTING EVENT GUIDE ARTWORK:** Please submit your artwork to [brooke.jones@australianevents.com.au](mailto:brooke.jones@australianevents.com.au) as an outlined, high resolution PDF. All images are to be 300 dpi resolution and CMYK colour space. If your artwork file is larger than 10mb, please either send via Dropbox to [brooke.jones@australianevents.com.au](mailto:brooke.jones@australianevents.com.au) or you can upload your file here ><http://australianevents.com.au/send-large-files-to-australian-events/>

## EVENT WEBSITE

ONLINE ADVERTISING	PRICE	SPECS
Primary Right Hand Banner	\$400	300px Wide x 400px High, RGB, Static JPEG + Chosen URL link
Secondary Right Hand Banner	\$300	300px Wide x 240px High, RGB, Static JPEG + Chosen URL link
Bottom Page Banner	\$300	905px Wide x 150px High, RGB, Static JPEG + Chosen URL link
Exhibitor Article	Advertising packages only	<ul style="list-style-type: none"> <li>• Image Size: 900px Wide x 400px High. Image only, this is not an advert.</li> <li>• File Type: Static JPEG, RGB</li> <li>• Editorial: Around 250 words</li> </ul>
Facebook Sponsor Post (Sponsors Only)	Sponsors Only	<ul style="list-style-type: none"> <li>• Image size: 960px Wide x 960px High. Image only, this is not an advert.</li> <li>• Image will be placed into our sponsor template.</li> <li>• File Size: Static JPEG, RGB</li> <li>• The post will link back to your facebook page.</li> <li>• Please provide this page link with your image.</li> </ul>

**SUBMITTING ONLINE ARTWORK:** Please submit your artwork to [mikeala.rodde@australianevents.com.au](mailto:mikeala.rodde@australianevents.com.au)

Australian Events will not accept any responsibility for errors and/or omissions that have not been observed by the client. Publications designed by Australian Events is not to be used in other publications without written approval.

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