



SUNSHINE COAST

HOME SHOW & CARAVAN, CAMPING & BOATING EXPO

24,000* PRINTED EVENT GUIDES

The Event Guide is a gloss, full colour magazine dedicated to this event. Up to 17,500* event guides will be distributed into the Sunshine Coast Region days prior to the event opening, with a further 6,500* guide provided to patrons at the event.

WHAT IS INCLUDED IN THE EVENT GUIDE:

EXHIBITOR DIRECTORY: Each listing includes business name, site location, contact phone and web/email, plus company product listing under 3 categories.

EDITORIALS: Informative articles on products, exhibitors and other event news.

EVENT MAP: The event map displays the area names for easy reference to the exhibitor site numbers.

ENTERTAINMENT & PRIZES: Information on entertainment and competitions being run at the event and how to enter.

2018

ADVERTISING OPTIONS



Image for illustration purposes only

*Estimated Print Run

TURN OVER FOR AD SIZES, FOR FURTHER MARKETING OPTIONS, SEE PACKAGE OPTIONS LISTED BELOW:

PACKAGE ONE \$400	PACKAGE TWO \$500	PACKAGE THREE \$600
<ul style="list-style-type: none"> 1/6 Page Advertisement Highlighted business listing and pin on event map Live event announcements Featured Exhibitor article on the event website 	<ul style="list-style-type: none"> 1/6 Page Advertisement 1/12 page exhibitor editorial (150 words) Highlighted business listing and pin on event map Live event announcements Featured Exhibitor article on the event website 	<ul style="list-style-type: none"> 1/4 Page Advertisement 1/12 page exhibitor editorial (150 words) Highlighted business listing and pin on event map Live event announcements Featured Exhibitor article on the event website

EVENT WEBSITE

The event website contains detailed event information, list of exhibitors, featured exhibitor articles, competitions, prizes, attractions, entertainment and more. The website is promoted heavily and complemented by social media feeds. Website advertising includes a banner advertisement plus a featured exhibitor article with links back to your website.

In 2017 the event website had over 16,214 pages viewed in the week leading up to the event, with an average of 2,000 pages viewed daily during this period.



WEBSITE BANNER PACKAGES:

PREMIUM RIGHT COLUMN BANNER \$375	SECONDARY RIGHT COLUMN BANNER \$275	BOTTOM PAGE BANNER \$275
<ul style="list-style-type: none"> Premium banner location on right sidebar on event website 300px Wide by 400px High. File Type: Static JPEG Only 2 available (rotating banner) Banner links back to your chosen website Featured Exhibitor article on the event website 	<ul style="list-style-type: none"> Banner location on right sidebar on event website 300px Wide by 240px High. File Type: Static JPEG Only 2 available (rotating banner) Banner links back to your chosen website Featured Exhibitor article on the event website 	<ul style="list-style-type: none"> Banner location at bottom of page on event website 300px Wide by 240px High. File Type: Static JPEG Only 2 available (rotating banner) Banner links back to your chosen website Featured Exhibitor article on the event website

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

BOOKING FORM & ARTWORK DEADLINE: 14TH SEPTEMBER 2018

All advertising within Event publications are non-refundable

EVENT GUIDE AD SPECIFICATIONS

1/4 Page Ad

\$350.00

245mm (W) x 70mm (H)

~~Front Cover Strip~~

\$700.00 (SOLD)

245mm (W) x 70mm (H)

1/6 Page Ad

\$250.00

162mm (W) x 70mm (H)

1/12 Page Editorial

Available in advertising packages 2&3 only
Around 100 - 200 Words

Half Page Ad

\$700.00

245mm (W) x 144mm (H)

Full Page Ad

\$1300.00

245mm (W) x 292mm (H)

~~Full Back Page~~

\$1500.00 (SOLD)

270mm (W) x 320mm (H)
Plus 5mm Bleed on all sides
(No other printer marks)
(Text Area - 250mm W x 300 H)

~~PREMIUM Half Page ad on Page 3~~

\$800.00 (SOLD)

245mm (W) x 144mm (H)

**ADVERTISING PACKAGES
AVAILABLE (SEE PAGE 1)**

Advertisement Specs: Please submit your artwork to design@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 design@australianevents.com.au or you can upload your file here > <http://australianevents.com.au/send-large-files-to-australian-events/>