



# SUNSHINE COAST

HOME SHOW & CARAVAN, CAMPING & BOATING EXPO

# 2019 Additional Advertising Options

## Event Guide Magazine

### OVER 24,000\* EVENT GUIDES

- Distribution of over 17,500\* Event Guides into the Sunshine Coast Region days prior to the event opening, with a further 6,500\* guides available at the event.
- A Digital version of the Event Guide will be available to view on the Event Website prior to the event.
- 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 and competition details, prize coupons and more.
- Affordable advertising rates include free graphic design.

\*Estimated print run



### ADDITIONAL ADVERTISING OPTIONS

- 1/6 Page Ad: \$250.00.
- 1/4 Page Strip Ad: \$350.00.
- ~~1/4 Page Front Cover Strip Ad: \$700.00 (SOLD)~~
- 1/2 Page Ad: \$700.00.
- Full Page Ad: \$1,300.00.
- Full Page 3 Ad: \$1,500.00.
- Full Back Page Ad: \$1,500.00.

All adverts include location pin on event map and free highlighted business listing.

**TO BOOK YOUR ADVERTISING NOW OR TO FIND OUT MORE**

**PHONE 4634 7288 OR EMAIL [directory@australianevents.com.au](mailto:directory@australianevents.com.au)**

\*All advertising within Event publications are non-refundable and are for exhibiting businesses only.\*

**ARTWORK DEADLINE: WED 4 SEPT 2019**

### SPECIAL MARKETING PACKAGES

- **Marketing Package 1: \$400.00.**  
Includes a 1/6 page ad in the Event Guide with a pin on the event map highlighting your location plus a highlighted business listing. A live event announcement at the event plus a featured exhibitor listing on the event website.
- **Marketing Package 2: \$500.00.**  
Includes a 1/6 page ad in the Event Guide PLUS 1/12 page exhibitor editorial, a pin on the event map highlighting your location and a highlighted business listing. A live event announcement at the event plus a featured exhibitor listing on the event website.
- **Marketing Package 3: \$600.00.**  
Includes a 1/4 page ad in the Event Guide PLUS 1/12 page exhibitor editorial, a pin on the event map highlighting your location plus a highlighted business listing. A live event announcement at the event plus a featured exhibitor listing on the event website.

**Featured Exhibitor Articles** will also be included within one EDM (Email Newsletter).

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



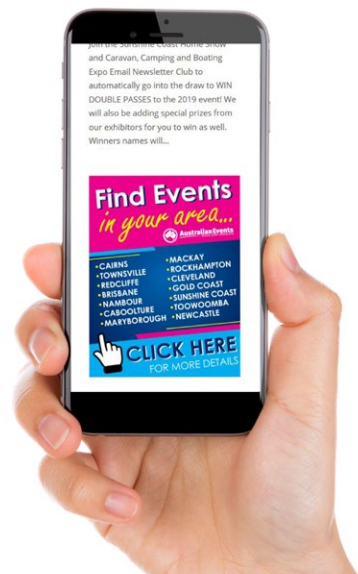
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## Digital Marketing

- 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.
- In 2018 the event website had over 18,300 pages viewed during the week of the event, with an average of 2,600 pages viewed daily during this period.
- Over 5,000 Email Subscribers and growing daily.
- 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.



### WEBSITE BANNER ADVERTISEMENTS

- **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:

- **Digital Marketing Package 1: \$450.00.**  
Package includes a Secondary or Bottom Page Banner Advertisement and a featured exhibitor article on the event website. **PLUS** your featured article will be included within one EDM (email newsletter) and shared on the event's social media channel.
- **Digital Marketing Package 2: \$550.00.**  
Package includes a Premium Right Hand Banner Advertisement and a featured exhibitor article on the event website. **PLUS** your featured article will be included within one EDM (email newsletter) and shared on the event's social media channel.

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**OR EMAIL [directory@australianevents.com.au](mailto:directory@australianevents.com.au)**

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**Visit [www.SunshineCoastExpo.com.au](http://www.SunshineCoastExpo.com.au) to view the banner locations on the website.**

# Event Guide Ad Specifications

## 1/4 Page Ad

245mm (W) x 70mm (H)

## Front Cover Strip (1/4 Page)

245mm (W) x 70mm (H)

## 1/6 Page Ad

162mm (W) x 70mm (H)

## 1/12 Page Editorial

Available in advertising  
packages 2&3 only  
Around 100 - 120 Words

## Half Page Ad

245mm (W) x 144mm (H)

## Full Page Ad

245mm (W) x 292mm (H)

## Full Page Ad on Page 3

245mm (W) x 292mm (H)

## Full Back Page

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

## ADVERTISING PACKAGES AVAILABLE SEE PAGE 1

**Advertisement Specs:** Please submit your artwork to [design@australianevents.com.au](mailto: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 5mb, please either send via Dropbox to [design@australianevents.com.au](mailto:design@australianevents.com.au) or you can upload your file here > <http://AustralianEvents.com.au/send-large-files-to-australian-events/>

## Online Specifications

### Primary Right Hand Banner:

300px Wide x 400px High

### Secondary Right Hand Banner:

300px Wide x 240px High

### Bottom Page Banner:

905px Wide x 150px High

File Type: Static JPEG

### Featured Exhibitor Article Image:

900px Wide x 400px High. Image only, this is not an advert.

File Type: Static JPEG

Banner advertisements include a link back to your website. Please provide this link with your artwork.