



MACKAY EXPO

2019 Additional Advertising Options

Event Guide Magazine

OVER 14,000* EVENT GUIDES

- Distribution of over 9,000* Event Guides into the Mackay Region days prior to the event opening, with a further 5,000* 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. (SOLD)~~

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

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

ARTWORK DEADLINE:
WED 1ST MAY 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 9,300 pages viewed during the week of the event, with an average of 1,300 pages viewed daily during this period.
- Over 1,800 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.



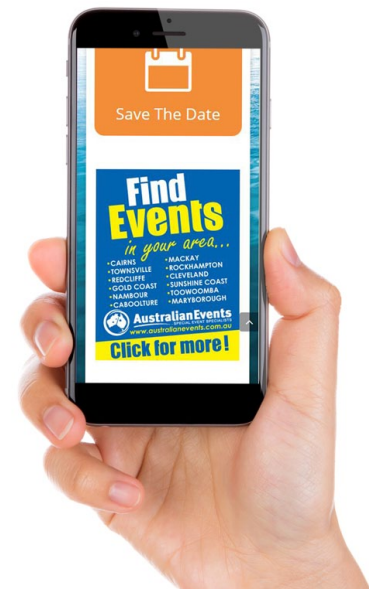
WEBSITE BANNER ADVERTISEMENTS

- **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)**

All online advertising are non-refundable and are for exhibiting businesses only.

**Visit www.MackayExpo.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 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 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.