

2021 MEDIA KIT

INDUSTRY CATALOGUE ARTWORK GUIDELINES

BOOKING & ARTWORK DEADLINES

| Industry Catalogue | Ad Booking Deadline | Artwork Deadline |
|--------------------------|---------------------|------------------|
| Sydney Gift Fair 2021 | 11 November 2021 | 25 November 2021 |
| Melbourne Gift Fair 2021 | 12 May 2021 | 26 May 2021 |

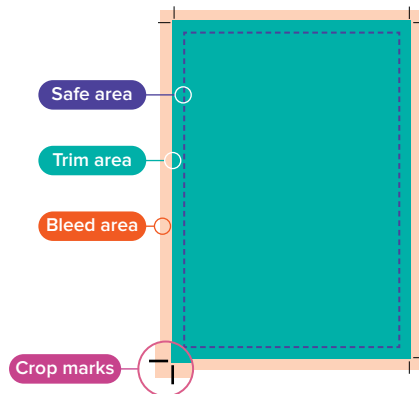
ARTWORK SPECS (WXH)

| Size | Type Area | Trim Area | Bleed Area |
|---------------------------------|-------------|-------------|-------------|
| Industry Catalogue Quarter Page | - | 86 x 105mm | None |
| Industry Catalogue Full Page | 190 x 277mm | 210 x 297mm | 220 x 307mm |

ARTWORK FORMAT

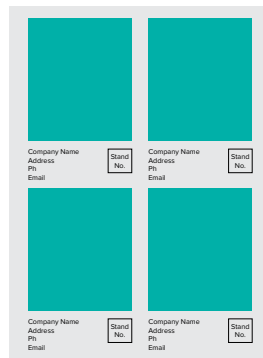
FULL PAGE

- Colour Space: CMYK
- Spot/PMS Colours: No; in both individual images and the whole file
- Format: Print Ready PDF
- Safe area: 10mm from trim edge
- Bleed: 5mm
- Crop marks: Yes
- Resolution: Min 300dpi
- File should be under 10mb



QUARTER PAGE

- Colour Space: CMYK
- Spot/PMS Colours: No; in both individual images and the whole file
- Format: Print Ready PDF
- Safe area: No
- Bleed: No
- Crop marks: No
- Resolution: Min 300dpi
- File should be under 10mb



Incorrectly supplied material will incur the design fee, payable by the exhibitor.

NEED HELP WITH YOUR AD DESIGN?

If you are unable to provide print-ready artwork, we can design your ad based on your brief.

Quarter page design fee \$60

Full page design fee \$200

HOW TO SET UP & PREPARE YOUR ARTWORK



CORRECT SIZE

Make sure your file is the correct size by using the advertising material specs before submitting.



IMAGE RESOLUTION

All images used within your design must be saved at minimum 300dpi for the highest quality print results.



FILE AND IMAGES

Your file needs to be saved in CMYK in order for the colours to print correctly.



BLEED AND CROP MARKS

Include bleed and crop marks when setting up and saving your full page artwork.



OUTLINED FONTS

Outline your fonts before saving the artwork as Print Ready PDF.



EMBED IMAGES

Be sure to embed any linked images before sending.



FILE TYPE

Your artwork needs to be saved as Print Ready PDF with crop marks.

TERMS & CONDITIONS

AGHA reserves the right to reject or withdraw from publication any advertising, at any time. All advertising is conditional on;

- All stand and advertising payments must be made according to the agreed schedule and the advertiser must not be in arrears for any payment owed to the AGHA at the time of production; all advertising costs will be invoiced to the advertiser at 100%.
- AGHA has the right to change or remove rates and packages without notice. Packages are subject to availability at time of booking.
- The advertiser is responsible for to submit accurate, print-ready artwork prior to the artwork deadline; all advertising costs will be invoiced to the advertiser at 100%.
- AGHA has the right to reject and/or withdraw late, incomplete or offensive artwork without notice, and all costs will be invoiced to the advertiser at 100%.

Visit agha.com.au for full terms and conditions.

FOR ARTWORK ENQUIRIES CONTACT

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