

2020 MEDIA KIT

ONLINE INDUSTRY CATALOGUE ARTWORK GUIDELINES

BOOKING & ARTWORK DEADLINES

Deadlines	Booking Deadline (introductory rates do not apply)	Artwork Deadline (advertisements for the catalogue)
Premium Package	28 September	2 October
Standard and Upgrade Packages	1 December	N/A

DESIGN SERVICE DEADLINES

Deadlines	Design Service Booking Deadline	Design Brief Deadline
Design Service Deadline	28 September	2 October

ARTWORK SPECS

Specs	Dimension (w x h)	Resolution	Colour
Digital Full Page Ad	210x297 mm	300dpi	RGB
Digital Double Spread Ad	420x297 mm	300dpi	RGB

File submission:

- File format: **PDF**
- If you have booked a double-page spread (DPS), **please submit as multiple single pages.**
- When submitting, please include your company name and **'premium package full-page advertisement'** in the subject line of your email.

NEED HELP WITH YOUR AD DESIGN?

If you don't have the resources to produce a digital advertisement, we can design it for you for a \$200+GST production fee. Not only will you be sure your full-page advertisement will be digital ready, you will also receive a copy of the advertisement to use for your other promotional activities.

Alternatively, if you have an existing advertisement you would like to make a quick edit to, or require support converting it to a digital compatible version (RGB) we can provide design support for \$50+GST.

Details of both services are below.

Full-page advertisement design, based on your brief - \$200+GST

- Includes one review and two small changes i.e. colour, font, image position.
- Images must be provided by the supplier.
- The design work is limited to 3-hours. If it exceeds this, an additional hourly rate of \$75+GST per hour will be charged to the advertiser.

To get started, please add the service to your order when booking. Please complete the required [online design brief form](#) here before the **28 September deadline**. Any submissions received after this date will not be accepted.

RGB conversion/quick edit - \$50+GST

- Includes colour conversion and one small edit to existing full page artwork.
- Existing artwork must be provided by the supplier in the original design file or pdf format.
- The design work is limited to 1 hour. If it exceeds this, an additional hourly rate of \$75+GST per hour will be charged to the advertiser.

To get started, please add the service to your order when booking. To add this service to an existing order, please email sales@agha.com.au. Please submit your existing artwork with details of your quick change/RGB conversion to advertising@agha.com.au before the **28 September deadline**. Any submissions received after this date will not be accepted.

Monthly update - \$150+GST

Keep your advertising fresh and targeted each month by updating your full-page advertisement for \$150 + GST.

HOW TO SET UP & PREPARE YOUR DIGITAL ARTWORK



CORRECT SIZE

Make sure your file is the correct size by using the artwork specs above before submitting.



IMAGE RESOLUTION

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



FILE AND IMAGES

Your file needs to be saved in RGB in order to maintain its quality on screen.



EMBED FONTS

Embed or outlined your fonts before saving the artwork as High Quality PDF.



EMBED IMAGES

Be sure to embed any linked images before sending.



FILE TYPE

Your artwork needs to be saved as single PDF page/s, including a DPS ad.



2020 MEDIA KIT

ONLINE INDUSTRY CATALOGUE ARTWORK GUIDELINES

PREMIUM PACKAGE ARTWORK & DESIGN BRIEF SUBMISSIONS

Please submit final artwork to advertising@agha.com.au before **2 October** for inclusion - please include your company name and 'premium package full-page advertisement' in the subject line of your email. Any submissions received after this date may not be published before the catalogue mid-July launch date. Late submissions will be added to the catalogue during the next available monthly update, which typically take place at the end of each month from the end of July to the end of November.

If you have booked a full-page advertisement design service, please complete the required [online design brief form](#) here before the **28 September deadline**. Any submissions received after this date will not be accepted.

If you have booked a quick edit/RGB conversion design service, please send your existing advertisement and required change to advertising@agha.com.au before **28 September**. Any submissions received after this date will not be accepted.

PREMIUM PACKAGE IMAGE SUBMISSIONS

If you have booked a premium package, you must also submit a selection of promotional images for our team to use for the additional digital promotion the package provides including:

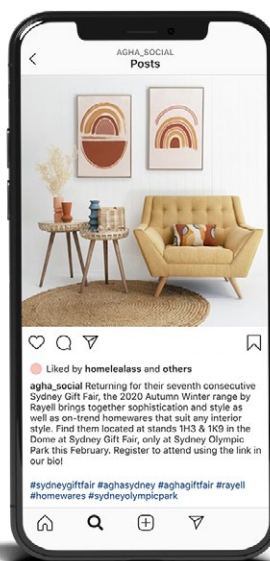
- 1x Social media post on Instagram and/or Facebook
- 1x Product image featured within promotional eDM to buyer database

To help our team provide this promotion, please submit between 3-5 quality, high-resolution product or lifestyle images to advertising@agha.com.au before **2 October**. Any images received after this date may not be included in the digital promotions.

Our team will then select at least 1 image from your submission to use for your promotion. If you have a preferred image you would like us to use, please let us know.

When submitting, please include your company name and 'premium package images' in the subject line of your email. When submitting the images, you can either attach to your email or send through a link to a WeTransfer or Dropbox account. We also request you include direct links to your social media pages so we can tag you in the promotional post.

Example Instagram post



Example email promotion



⚠ Please note if you do not submit these images, we cannot promote you and you may forfeit this digital exposure.

YOUR ONLINE SUPPLIER SHOWCASE LISTING (ALL SUPPLIERS)

Once confirmed, you will receive an email which includes your login details for your listing on the Online Supplier Showcase. Here you can log in and update your showcase listing by uploading content, images, brochures and more!

Once received it is important that you start updating your listing as soon as possible to ensure your showcase is complete. You can update your listing as often as you prefer from now until December. All changes made to your listing will be updated in real time.

Please note this listing is entirely self-maintained by the advertiser. If you have any questions regarding your listing, please email tatiana@agha.com.au.

TERMS & CONDITIONS

AGHA reserves the right to reject or withdraw from publication any advertising, at any time. All advertising is conditional on; Advertising payment must be made immediately. 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 the submission of accurate, final artwork prior to the artwork deadline. 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%. Online Supplier Showcase listings are entirely self-maintained by the advertiser. Visit agha.com.au for full terms and conditions.