

AGHA ADVERTISING OPPORTUNITIES

SPEC SHEET 2024

AGHA MELBOURNE
GIFTFAIR
AUSTRALIAN GIFT & HOMEWARES ASSOCIATION

3 - 6
AUG
2024

MELBOURNE
CONVENTION &
EXHIBITION
CENTRE

INDUSTRY
CATALOGUE



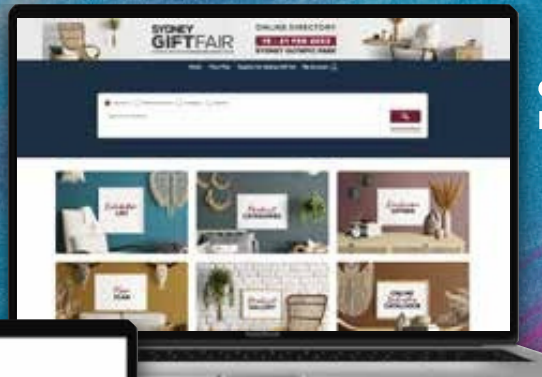
INDUSTRY
NEWSLETTER



SOCIAL
MEDIA



ONLINE
DIRECTORY



BUYERS
GUIDE



PLACE YOUR BRAND IN FRONT OF THOUSANDS OF POTENTIAL CUSTOMERS

RATE CARD

SOCIAL MEDIA	
Social Media Feed Post (Facebook and Instagram)	\$220
Social Media Story Post (Facebook and Instagram)	\$220
Social Media Reel Creation (Includes 3 video reels with suggested captions and hashtags)	\$1000

DIGITAL INDUSTRY CATALOGUE	EXHIBITOR	NON-EXHIBITOR
Preview Advert (Exhibitors only and included in Standard Exhibitor Package)	Valued at \$330	
Full Page Advert	\$550	\$990
Double Page Spread (DPS)	\$990	\$1450
Inside Front Cover Loading*	\$550	
Double Page Editorial (Includes design)	\$1650	\$2200
Image Advert (1 product image and description)	\$440	
Video Advert (Interactive)	\$500	

PRINTED A5 BUYERS GUIDE (Exhibitors only)*	
Full Page Advert	\$750
Double Page Spread (DPS)	\$1430
Inner Front Cover	\$1750
Inner Back Cover	\$1100
Exclusive Offer	\$90

INDUSTRY NEWSLETTER (Trade & Trends)*	
Leaderboard Ad	\$1100
Half Page Ad	\$880
Feature (Short editorial)	\$500
Job Listing (Maximum 3 issues)	No Charge
Buy, Swap, Sell Listing (Maximum 3 issues)	No Charge
What's On Listing (Maximum 2 issues)	No Charge

SOLUS EDM (Email)*	
One full dedicated email showcasing your brand	\$2200

WEBSITE	
Website News / Blog Post	\$220

ONSITE EVENT OPPORTUNITIES	
New Product Showcase - Display Cluster	\$1200
New Product Showcase - Space Only	\$1200
New Product Showcase - Single Plinth	\$550
Onsite Floorplan Signage (Exhibitors only)	\$1500

DESIGN SERVICES*	
Double Page Spread	\$650
Full Page Advert	\$400
Preview Advert	\$250
Static EDM Leaderboard or Half Page Advert	\$250
Animated EDM Leaderboard or Half Page Advert	\$350
All Other Design & Quick Fix Services	Request a quote

ONLINE DIRECTORY (Exhibitors only)	
Standard Package (Included in Stand Package)	Valued at \$600
Upgraded Premium Package (Valued at \$765)	\$165

*Limited availability. All rates exclude GST. All rates and packages are subject to change without notice. Inclusion is conditional on receiving final artwork and information before the deadline. Advertisements are placed on a First Booked + Paid + Submitted System. Some services are limited. [View terms and conditions here.](#)

DESIGN SERVICES



AGHA offers a cost-effective design service for all catalogue, website and EDM advertising. Limited availability in peak times. For a design service quote please contact advertising@agha.com.au

[VIEW SPEC SHEET HERE](#)

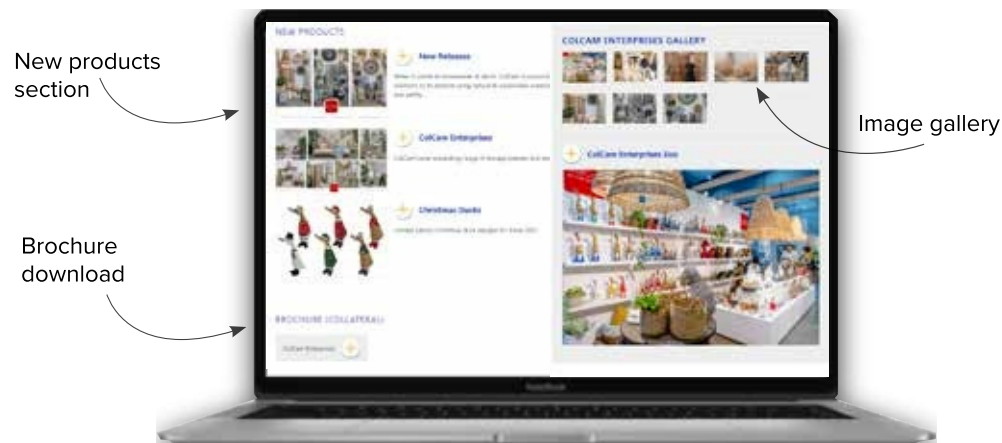
ONLINE DIRECTORY



The Online Directory, part of all Stand Packages, is a digital directory of wholesalers, distributors and manufacturers, hosted on AGHA’s website. Exhibitors are able to showcase brochures, new products, and special offers, and download leads to follow up on.

Exhibitor Preview Adverts in the Digital Industry Catalogue link directly to Online Directory profiles.

ONLINE DIRECTORY EXAMPLES*



WE RECOMMEND TO HAVE YOUR LISTING COMPLETED A MONTH BEFORE THE GIFT FAIR.

Please note: Listings must be self-maintained by the supplier.

HOW TO UPDATE YOUR PROFILE:

1. LOGIN TO YOUR ONLINE DIRECTORY PROFILE
2. CLICK ON THE “SUPPLIER CHECKLIST” OPTION
3. COMPLETE ALL ITEMS IN THE “CHECKLIST ITEMS” TAB
4. TO EDIT ANY ITEMS ONCE SUBMITTED, GO TO THE “COMPLETED” TAB



*The look and feel of the Online Directory is subject to change.

DIGITAL INDUSTRY CATALOGUE PREVIEW ADVERT

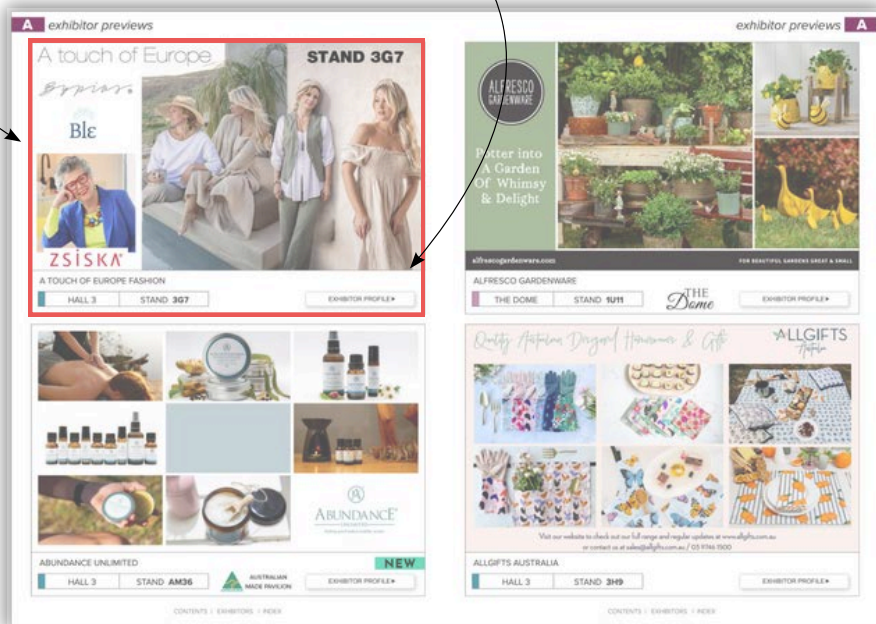
PREVIEW ADVERT ARTWORK GUIDELINES (EXHIBITORS ONLY)

- Ad size: 190mm x 110mm Resolution: Min 150dpi
- NO crop marks or bleed Format: JPG or PNG only
- File should be under 2mb Use file name convention below
- Save file with the naming convention **“PREVIEW [companyname]”**
- Email subject to be **“PREVIEW [Company Name]”**
- Send final artwork to advertising@agha.com.au by the deadline

PREVIEW ADVERT EXAMPLE (ONLY AVAILABLE TO EXHIBITORS)

AGHA adds company name and stand number underneath your advert. We recommend including company contact details in the half page advert design.

Full ad size 190mm wide and 110mm high



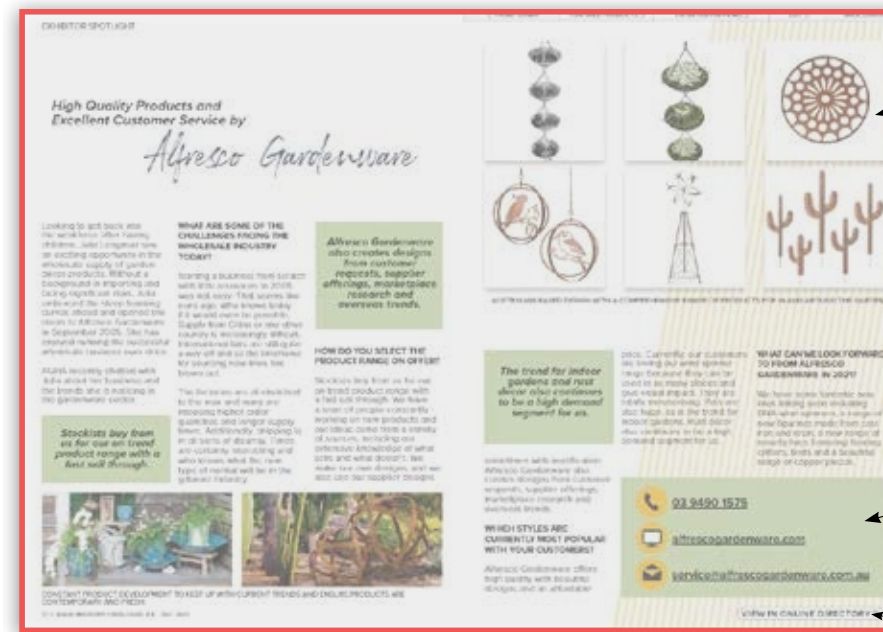
DIGITAL INDUSTRY CATALOGUE DOUBLE PAGE EDITORIAL

DOUBLE PAGE EDITORIAL REQUIREMENTS

- Design and copywriting are included in the cost of the double page editorial.
- You will be contacted directly with a set of questions to answer and instructions.
- Editorial is 300-400 words in length. You will need to provide high resolution images and any URL links.

DOUBLE PAGE EDITORIAL EXAMPLE

Images may be linked



Contact links

Link to your Online Directory profile listing

DIGITAL INDUSTRY CATALOGUE DOUBLE PAGE SPREAD

DOUBLE PAGE SPREAD ARTWORK GUIDELINES	
Full ad size: 420w x 297h mm	Resolution: Min 150dpi
Embed all fonts and images	Format: PDF or jpg
File should be under 5mb	NO crop marks or bleed
*Leave space for Online Directory link button.	
Save file with the naming convention “DPS [companyname]”	
Email subject to be “DPS [Company Name]”	
Hyperlinks MUST BE included in the body of the email (up to 6)	
Send final artwork to advertising@agha.com.au by the deadline	

DOUBLE PAGE SPREAD EXAMPLE

Full ad size 420mm wide and 297mm high



*Leave space for the Online Directory button. This will be added by AGHA during production.

13mm
70mm
10mm

DIGITAL INDUSTRY CATALOGUE FULL PAGE ADVERT

FULL PAGE ADVERT ARTWORK GUIDELINES	
Full ad size: 210w x 297h mm	Resolution: Min 150dpi
Embed all fonts and images	Format: PDF or jpg
File should be under 5mb	NO crop marks or bleed
*Leave space for Online Directory link button.	
Save file with the naming convention “FP ADVERT [companyname]”	
Email subject to be “FP ADVERT [Company Name]”	
Hyperlinks MUST BE included in the body of the email (up to 6)	
Send final artwork to advertising@agha.com.au by the deadline	

FULL PAGE ADVERT EXAMPLE

Full ad size 210mm wide and 297mm high



*Leave space for the Online Directory button. This will be added by AGHA during production.

13mm
70mm
10mm

To improve service, Industry Catalogue Full-page and Double Page Spread advertisements are placed using a **First Booked + Paid + Submitted System.**

DIGITAL INDUSTRY CATALOGUE IMAGE ADVERT

IMAGE ADVERT ARTWORK GUIDELINES

Resolution: Min 150dpi File should be under 2mb

Provide a JPG or PNG at least 400x400px* 30 word blurb/caption*

*NOTE: No logos within images accepted. Images and blurb may be cropped or edited.

Save file with the naming convention "IMAGE ADVERT [companyname]"

Email subject to be "IMAGE ADVERT [Company Name]"

Include website hyperlink in the body of the email

Send final artwork to advertising@agha.com.au by the deadline

IMAGE ADVERT EXAMPLE

Example image advert that links to exhibitor website or Online Directory profile



Example placement of image advert caption

DIGITAL INDUSTRY CATALOGUE VIDEO ADVERT

VIDEO ADVERT ARTWORK GUIDELINES

Video limit 3 minutes

30 word blurb/caption*

Provide YouTube URL (or MP4 file in 1920w x 1080h px format)

Provide a JPG or PNG image at least 400x400 px*

*NOTE: No logos within the JPG or PNG image accepted. Image and blurb may be cropped or edited.

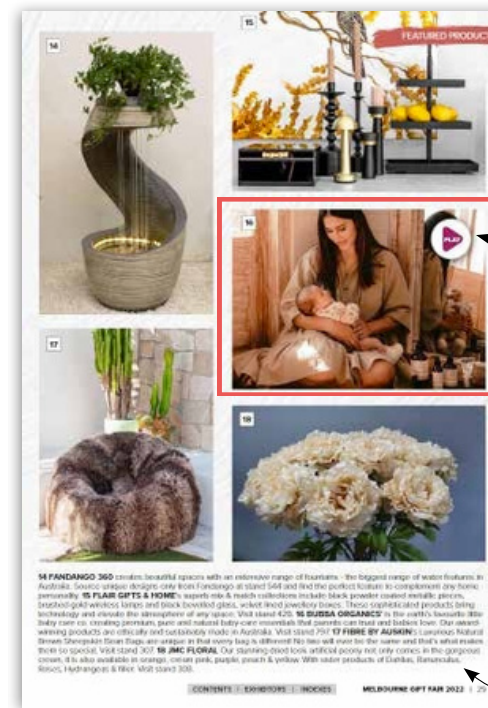
Save file with the naming convention "VIDEO ADVERT [companyname]"

Email subject to be "VIDEO ADVERT [Company Name]"

Include website URL in the body of the email

Send final artwork to advertising@agha.com.au by the deadline

VIDEO ADVERT EXAMPLE



Example video advert with button overlay

Example placement of video advert caption

PRINTED A5 BUYERS GUIDE FULL PAGE ADVERT

FULL PAGE ADVERT ARTWORK GUIDELINES	
Full ad size: 148w x 210h mm (trim size)	Resolution: Min 300dpi
Embed all images	Format: Print ready PDF
All text and lines outlined	CMYK colour ONLY
File should be under 10mb	5mm bleed with crop marks offset by 4mm (safe zone is 3mm from all edges)
Save file with the naming convention "PRINT FP [companyname]" Email subject to be "PRINT FP [Company Name]" Send final artwork to advertising@agha.com.au by the deadline	

FULL PAGE ADVERT EXAMPLE



Full ad size 148mm wide and 210mm high

PRINTED A5 BUYERS GUIDE DOUBLE PAGE SPREAD

DOUBLE PAGE SPREAD ARTWORK GUIDELINES	
Full ad size: 297w x 210h mm (trim size)	Resolution: Min 300dpi
Embed all images	Format: 2x separate print ready PDF files labelled L and R (left and right), 148w x 210h mm size each.
All text and lines outlined	CMYK colour ONLY
File should be under 10mb	5mm bleed with crop marks offset by 4mm (safe zone is 3mm from all edges)
Save files with the naming convention "PRINT DPS L [companyname]" and "PRINT DPS R [companyname]" Email subject to be "PRINT DPS [Company Name]" Send final artwork to advertising@agha.com.au by the deadline	

DOUBLE PAGE SPREAD EXAMPLE



Full ad size 297mm wide and 210mm high

PRINTED A5 BUYERS GUIDE EXCLUSIVE OFFER

EXCLUSIVE OFFERS ARTWORK GUIDELINES

Hi-res logo image in CMYK colour ONLY and LANDSCAPE format

- 40 word blurb* specifying offer details
- Date range that the offer is valid
- Stand number
- Website url, email address and phone number

*NOTE: Blurb may be edited.

Save file with the naming convention "PRINT FAIR OFFER [companyname]"
 Email subject to be "PRINT FAIR OFFER [Company Name]"
 Send final artwork and information to advertising@agha.com.au by the deadline

EXCLUSIVE OFFERS EXAMPLE

The image shows six example offer cards for the 'Exclusive OFFERS!' section. Each card features a stand number, a logo, a specific offer, and contact information. The offers include:

- STAND AM4**: 10% OFF. Offer for 'at our HOUSE' on direct orders during the Expo or the week after.
- STAND 1X17**: 5% OFF. Offer for 'Fandango Fountain Store' on orders over \$4,000.
- STAND 1X17**: 50% OFF FREIGHT. Offer for 'Fountain Store' on orders over \$3,000.
- STAND 2H11**: BUY 250 25 FREE. Offer for 'Custom Cut Acrylics' on 250 units.
- STAND 3D20**: FREE FREIGHT. Offer for 'SOLEmate DOORMATS' on orders over \$500.
- STAND AM38**: 15% OFF + UNLOCK 10% OFF. Offer for 'UGG' on Australian Made products.

Hi-res CMYK colour and landscape logo

Offer date, website url, email address and phone number

Stand number

40 word blurb

Offer

AGHA DIGITAL PROMOTIONAL OPPORTUNITIES DESIGN SERVICES



If you are unable to provide artwork for the Digital Industry Catalogue or other promotional opportunities, we offer a cost-effective design service based on your brief. You will receive a copy of the finished artwork to use for your own marketing. The design service includes:

- Online design brief to be completed by the advertiser.
- Images and content must be provided by the advertiser.
- Includes one review and two minimal changes to colour, font, image position etc.
- The design work is limited to 2 hours and 1 x amendment. If it exceeds this, an additional hourly rate of \$75+GST per hour will be charged to the advertiser.

Book early to avoid disappointment and please submit your design brief before the deadline. Any submissions received after the deadline may not be accepted. Limited availability during peak times.

To book a design service, email advertising@agha.com.au

DESIGN SERVICES 2024 RATES*

Double Page Spread	\$650
Full Page Advert	\$400
Preview Advert	\$250
Static EDM Leaderboard or Half Page Advert	\$250
Animated EDM Leaderboard or Half Page Advert	\$350
All Other Design & Quick Fix Services	Request a quote

*Limited availability. All rates exclude GST.

DESIGN SERVICE DEADLINE

PUBLICATION	DESIGN BOOKING, PAYMENT AND BRIEF DUE
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Digital Industry Catalogue	Saturday 25 May 2024
Printed A5 Buyers Guide	Sunday 16 June 2024

SOLUS EDM

Solus EDMs give advertisers the opportunity to design a full email with targeted messages and reach AGHA's active database to showcase products and exclusive offers directly to the inbox of potential customers.

SOLUS EDM ARTWORK GUIDELINES
Based on the template emailed to you, please provide the following items 7 working days prior to your EDM date. Alternatively, you can provide us with your own HTML file 7 days prior to your EDM date.
5-10 image jpgs (animated gifs accepted under 100kb)
Description of images and copy (number of characters is specified in the template)
Links for each image/button
Full social media URL links – Facebook, Twitter, Instagram, Google Page, Pinterest, LinkedIn
Preferred layout of your EDM
Save file with the naming convention “SOLUS [description] [Company Name]”
Email subject to be “SOLUS [Company Name]”
Provide URL links in the body of the email
Send final artworks to marketing@agha.com.au by your deadline (7 working days prior to your live date)

Example placement of featured image or animated gif

Image size 400x400px for images placed in rows

Titles, captions and buttons

Contact buttons & social media links



SOLUS EDM EXAMPLES

INDUSTRY NEWSLETTER (TRADE & TRENDS)

LEADERBOARD AD GUIDELINES

Leaderboard Ad size 728w x 90h px

Mobile Responsive Ad size 320w x 50h px

Resolution: Min 150dpi

Format: jpg

Provide URL link

Save file with the naming convention **“T&T leaderboard [companyname]”**

Email subject to be **“T&T Leaderboard [Company Name]”**

Provide URL link in the body of the email

Send final artwork to marketing@agha.com.au by the deadline (7 working days prior to your live date)

HALF PAGE AD GUIDELINES

Half Page Ad size 300w x 600h px

Resolution: Min 150dpi

Format: jpg

Provide URL link

Save file with the naming convention **“T&T HalfPage [companyname]”**

Email subject to be **“T&T HalfPage [Company Name]”**

Provide URL link in the body of the email

Send final artwork to marketing@agha.com.au by the deadline (7 working days prior to your live date)



WHAT'S ON LISTING GUIDELINES

At the discretion of AGHA, events of note are promoted in our “What’s On” section. Submit to marketing@agha.com.au with subject **“T&T What’s On”**

Image 475w x 100h pixels at 150 dpi

Event name, date, location and URL

FEATURE GUIDELINES

Image size 400w x 250h px

Image Resolution: Min 150dpi

Format: jpg

Please provide a title*

Provide URL link

Paragraph introduction (max 250 characters)*

*NOTE: Title and blurb may be cropped or edited.

Save file with the naming convention **“T&T FEAT [companyname]”**

Email subject to be **“T&T FEAT [Company Name]”**

Provide title, paragraph and URL link in the body of the email

Send final artwork to marketing@agha.com.au by the deadline (7 working days prior to your live date)

JOB & BUY, SWAP OR SELL LISTING GUIDELINES

Submit to marketing@agha.com.au with subject **“T&T LISTING [Company Name]”**

FOR JOB LISTING: Company name, title of position available and job description (max of 200 characters), link URL for applications

FOR BUY, SWAP OR SELL LISTING: Image if available (image may be cropped), item name and item description (max of 200 characters), provide contact email, phone number or URL

SOCIAL MEDIA FEED POST

FEED POST GUIDELINES

Submit 2-4 images

Image aspect ratio is 1:1

At least 1080x1080 pixels

Format: jpg

Save files with the naming convention “[companyname] [FEED] [#]”

Email subject to be “**Feed Post [Company Name]**”

Provide URL link in the body of the email

Provide preferred copy, hashtags and account name to be tagged

Send final artwork to marketing@agha.com.au 7 working days prior to your post date.

SOCIAL MEDIA STORY POST

STORY POST GUIDELINES

Submit 2-4 high resolution lifestyle images for options

Image Size: 1080x1920 pixels

Format: jpg

Save files with the naming convention “[companyname] [STORY] [#]”

Email subject to be “**Story Post [Company Name]**”

Provide URL link in the body of the email

Send final artwork to marketing@agha.com.au 7 working days prior to your post date.

SOCIAL MEDIA REEL CREATION

3 social media video reels will be created using content captured at your stand during the gift fair. Finished reels will be provided to you within 10 working days post fair, complete with text overlay, voice over, music and suggested captions and hashtags.

REEL CREATION GUIDELINES

After booking, the AGHA Marketing Department will discuss the brief and intent of video then provide exact assets required, including brand logos, colour palette etc. For any further questions, please email

marketing@agha.com.au

WEBSITE NEWS / BLOG POST

The AGHA news blog hosted on the AGHA website is a cost-effective promotional opportunity for your PR stories, product launches, new ranges or announcements. View current and past stories now at [News - AGHA](#) and book your next story.

NEWS / BLOG POST REQUIREMENTS

A member of the AGHA team will be in contact with you. You will need to submit 300-400 words in length, high resolution images and any URL links. For any further questions, please email marketing@agha.com.au

EMAIL sales@agha.com.au or call 02 9763 3222 TO BOOK NOW!