ACCOUNTECH live
Expo & Conference Powering Digital Transformation

> 1 EXHIBITOR LISTING

The Exhibitor Listing is an A-Z listing of all exhibitors in the back of the event magazine. It consists of the exhibitor name, stand number, a 50 description, contact phone, email and website.
* Exhibitors are advised to feature a general sales email or landline, rather than personal mobiles or email addresses to avoid being canvassed after the event.

LOGO NAMING CONVENTION
AL18_Logo_Exhibitor_Name

FILE FORMAT
1 high resolution logo EPS or PNG

> 2 ADVERTORIAL

a) 250 WORD SPONSORED CONTENT
Sponsored content is an advertorial opportunity to share company news and/or demonstrate thought leadership. An advertorial can typically include:

• Company or personal profile
• Q&A industry discussion
• New product launch preview
• Stand preview and incentives
• Company name and contact
• Company logo

Words: Maximum 250 words
Images: 1 high resolution image in landscape format (JPEG).

IMAGE NAMING CONVENTION
AL18_Profile_Exhibitor_Name

b) PRODUCT SPOTLIGHT
The Product Spotlight is an opportunity to promote latest releases. It features the exhibitor name and stand number, logo and a 70 word description of the product. The logo file format and naming convention is as above.

> 3 ADVERTISING

There are two adverising sizes available for Accountech Live: Double Page Spread and/or a Full Page.

FILE NAMING CONVENTION
Double Page Spread
AL18_DPS_Exhibitor_Name_Left
AL18_DPS_Exhibitor_Name_Right

Full Page
AL18_FP_Exhibitor_Name
If an exhibitor has more than one advert booked, please add '_ad_1', '_ad_2' etc

FILE FORMAT
• Advertisments must be created using Adobe InDesign (preferred) or Adobe Illustrator.
• Print-ready file to be supplied as PDF only - post scripted and distilled. Max file size 10MB.
• All fonts to be outlined; all images embedded in the final PDF.
• All images used in artwork to be converted to CMYK colour mode and saved at 300dpi at 100%. (Web images are not suitable).
• Text and logo colours to be CMYK - no spot, RGB, LAB or greyscale. Artwork supplied not to colour specifications will be converted at the advertiser's own risk.
• Black to be 100% process black - not registration black or CMYK mix.
• Total ink weight on page to be no more than 270%.
• Large solid areas of back may appear washed out, a rich black is obtained by adding 40% cyan to process black.
• Border and keyline minimum is 0.5 point.
• Fonts no smaller than 6pt.
• Components need to overprint or knockout applied correctly, with no show-through.

ADVERTISING SIZES

DOUBLE PAGE SPREAD
To be supplied as two single full pages.

FULL PAGE **FULL PAGE**

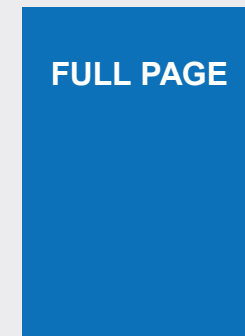LEFT HAND SIDE   RIGHT HAND SIDE
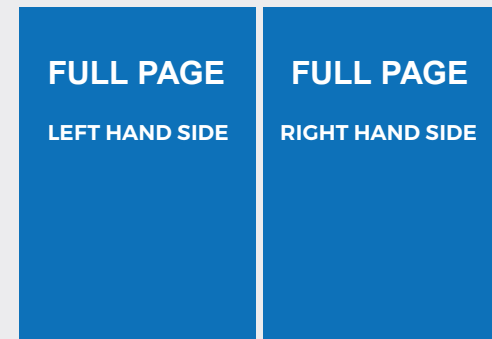
FULL PAGE
Bleed size:
(5 mm all sides) – H 307mm x W 220mm

Trim size:
H 297mm x W 210mm (A4)

Margin/type area:
H 287 mm x W 200 mm
*Keep type and logos inside the margin/type area - there is a 5 mm all sides exclusion zone on all sides.

FULL PAGE

MATERIAL SUBMISSION
All advertisements must be received via National Media's Exhibitor Centre.

CONTACT
Lisa Crawford Jones | 0402 467 380
lisa@nationalmedia.com.au