

> 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

ABE19_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

ABE19_Profile_Exhibitor_Name

b) SOLUTION SPOTLIGHT

The Solution Spotlight is an opportunity to promote latest releases. It features the solution name, exhibitor name and stand number, logo and a 70 word description of the solution.

The logo file format and naming convention is as above.

DISCLAIMER: While National Media is committed to producing magazines of the highest calibre and will ensure advertising material is reproduced as intended, the responsibility is firmly with the client/agency to supply advertising material according to our specifications. No responsibility will be taken if advertising material is not supplied according to National Media's specifications. National Media cannot accept requests to modify supplied advertising material. Advertising material must be delivered on time so that quality checking procedures can take place. National Media reserves the right to refuse any advertising material.

> 3 ADVERTISING

There are two advertising sizes available for Accounting Business Expo in 2019: Double Page Spread and/or a Full Page.

FILE NAMING CONVENTION

Double Page Spread

ABE19_DPS_Exhibitor_Name_Left

ABE19_DPS_Exhibitor_Name_Right

Full Page

ABE19_FP_Exhibitor_Name

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

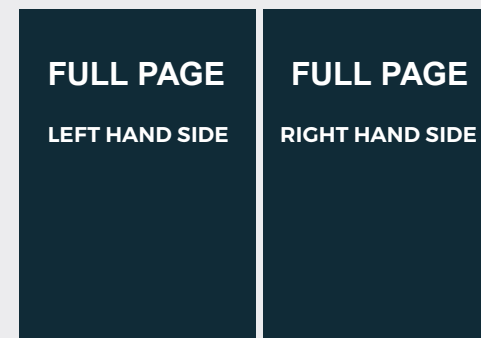
FILE FORMAT

- Advertisements 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 black 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.



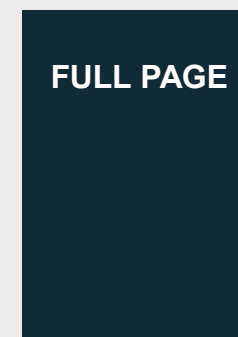
FULL PAGE

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.



MATERIAL SUBMISSION

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



CONTACT

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