



**BUILD  
GREEN  
EXPO**

Thursday 19 - Sunday 22 August 2010  
Melbourne Exhibition Centre

## ADVERTISE IN THE OFFICAL EXPO GUIDE

### Expo Guide Facts

Advertising in the official **HIA BuildGreen Expo** guide can reinforce and strengthen your presence at the event and give you an edge over competitors. With only limited space available, advertising will ensure you stand out in the crowd.

- Distribution of **25,000 expo guides** at the HIA BuildGreen Expo and Herald Sun Home and Garden Expo
- Expo Guides available to all patrons entering the event
- Gain extra presence at the Expo
- Reinforce your company profile

### Rates

|                    |         |              |         |
|--------------------|---------|--------------|---------|
| Inside front cover | \$4,000 | Quarter page | \$700   |
| Double page spread | \$3,500 | Full page    | \$2,000 |
| Half page          | \$1,300 |              |         |

\* Non Exhibitors add 30% loading.

### Deadlines

Booking deadline: 10 July 2010

Material Deadline: 1 August 2010

Payment Terms: Exhibitors – 100% on receipt of invoice



## Mechanical Specifications

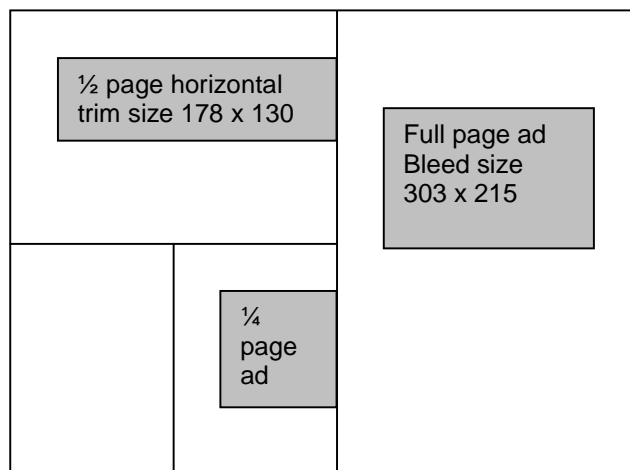
(all measurements are in mm – width x height)

All measurements are in mm. Trim size – 297mm x 210mm

| Advertising sizes   | Bleed size | Trim size | Type area |
|---------------------|------------|-----------|-----------|
| Double page spread  | 303 x 426  | 297 x 420 | 277 x 400 |
| Full page           | 303 x 215  | 297 x 210 | 285 x 185 |
| ½ page (horizontal) |            | 178 x 130 | 120 x 167 |
| ½ page (vertical)   |            | 270 x 85  | 265 x 80  |
| ¼ page (vertical)   |            | 130 x 85  | 130 x 85  |

**DIGITAL ARTWORK:** We would prefer to receive all advertising material in a digital format. Only Macintosh files will be accepted (QuarkXPress 4, Photoshop 6 and Illustrator 10). If using high resolution scans, supply at 300 dpi (minimum) in TIFF or EPS format. Acrobat PDF files may be supplied but must show crop marks and bleed. Please provide all fonts and links with all documents, if using Illustrator, please convert all fonts to paths. Files can be supplied on CD, DVD, or by e-mail.

**PROOFS:** Please be aware the advertiser is responsible for checking the accuracy of the information contained in the PDF or xerox laser proof version of the advertisement and approving material for production. PDF proofs and xerox lasers are not 100% colour accurate and whilst dmg and its production house take all care in terms of colour accuracy and colour reproduction, actual printed results may vary.



### Delivery to:

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