

ADVERTISERS A LITTLE GUIDE

	<i>BLEED</i>	<i>TRIM</i>
FULL PAGE	303 x 216 mm	297 x 210 mm
DOUBLE PAGE	303 x 426 mm	297 x 420 mm
HALF PAGE LANDSCAPE	154.5 x 216 mm	148.5 x 210 mm
HALF PAGE PORTRAIT	303 x 111 mm	297 x 105 mm
FONT SIZE	The font size must be a minimum of 6pt.	

YOUR AD

HIGH RESOLUTION IMAGES

Please use high resolution images on your adverts. If you provide low quality files, both print and digital ads will be affected and you may not be happy with the outcome. Please send your ads as High quality PDFs, ideally with crop marks and a 3mm bleed.

CALL TO ACTION

For more engagement with your stand, you may want to add a call to action on your advert. This can be anything from 'visit us on stand number xxx', to 'visit our website'.

BODY COPY

Make sure your advert has all the correct information on it. You want viewers to recognise what product or service you are providing.

HEADLINE

A crafty headline will really capture the reader, but make sure it relates to your service.

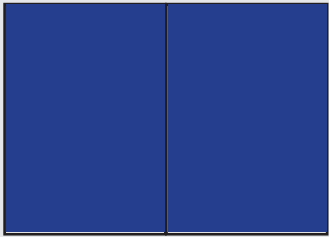
DEADLINES

We work to rigid deadlines, so if you're late in providing any of the above, we can't guarantee your advert or editorial will make it into the publication. Therefore, it is strongly advised you supply your adverts as soon as possible.



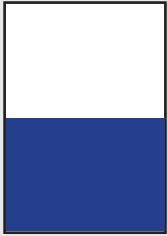
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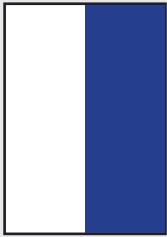
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