

MindBodySpirit

F E S T I V A L

ADVERTISE IN THE OFFICAL FESTIVAL GUIDE



MindBodySpirit

FESTIVAL

Festival Guide Facts

Advertising in the official **MindBodySpirit Festival 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 from the crowd.

- Distribution of **15,000 A5 Festival Guides** at the MindBodySpirit Festival Sydney, 3 - 6 May 2012
- Distribution of **15,000 A5 Festival Guides** at the MindBodySpirit Festival Melbourne, 8 - 11 June 2012
- Distribution of **7,000 A5 Festival Guides** at the MindBodySpirit Festival Brisbane, 29 June - 1 July 2012
- Festival Guides available to all patrons entering the event
- Gain extra presence at the Show
- Reinforce your company profile

Deadlines

Sydney

Booking Deadline: 29 March

Material Deadline: 13 April

Payment Terms: 100% on receipt of invoice

Melbourne

Booking Deadline: 8 May

Material Deadline: 21 May

Payment Terms: 100% on receipt of invoice

Brisbane

Booking Deadline: 27 May

Material Deadline: 11 June

Payment Terms: 100% on receipt of invoice

Mechanical Specifications

(All measurements are in mm – Height x Width)

	Bleed Size	Trim Area	Type Area
Full Page	Add 3mm to 3 sides	210 x 148	204 x 142
½ Horizontal	Add 3mm to 3 sides	105 x 148	99 x 142
½ Vertical	Add 3mm to 3 sides	210 x 74	207 x 68
¼ Page Vertical	Add 3mm to 3 sides	105 x 74	99 x 68

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Exposure Opportunities

Full colour display advertising

Size	Exhibitor Rate	Non-Exhibitor Rate
¼ page	\$ 377	\$518
½ page	\$ 659	\$800
Full page	\$ 1213	\$1363

*Rates are ex GST

To be eligible for Exhibitor Advertising Rates your contract must be signed and returned to Exhibitions and Events Australia.

Cancellation of advertisement bookings will incur a cost equivalent of 25% of the original booking



Full page advert



1/2 page advert



¼ page advert

Delivery Instructions: Material must reach Exhibitions and Events Australia before the material deadline of 13 April (MBS Sydney), 8 May (MBS Melbourne) and 11 June (MBS Brisbane). Please email (if zipped under 2MB) or deliver on CD to:

Claire McGillivray
 Exhibitions and Events Australia
 Level 1, 1 – 9 Derrick Street
 KEW VIC 3101
 Email: clairemcgillivray@eea.net.au

Digital Artwork: Artwork will be accepted in Photoshop CS2 and Adobe Illustrator CS2. Acrobat PDF files maybe supplied but must show crop marks and bleed.

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Festival Guide Booking Form Sydney

Booking Deadline: 29 March 2012
Please fax back to (03) 9855 2916

Material Deadline: 13 April 2012

Charge to

Company name: _____

Contact person: _____

Address: _____

Suburb: _____ State: _____ P/Code: _____

Phone: _____ Fax: _____

Email: _____

Size / Position Rate	Exhibitor Rate	Non Exhibitor
<input type="checkbox"/> ¼ page	\$377	\$518
<input type="checkbox"/> ½ page	\$659	\$800
<input type="checkbox"/> Full page	\$1213	\$1363

***Rates are ex GST**

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Credit Card Payment

Customer booking authorisation: I the undersigned confirm that I am an authorised representative of the company listed above and have the authority to sign this order form and authorise to payment 100% payment with the below credit card details on behalf of the company/advertiser.

Signed _____ Position _____

Name _____ Date _____

Card Details	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard
<input type="text"/>	<input type="text"/>	<input type="text"/>
Card Holder's Name: _____	Payment Amount: \$ _____	
Expiry Date: / _____	Card Holder contact Number: _____	

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FESTIVAL

Festival Guide Booking Form Melbourne

Booking Deadline: 8 May 2012
Please fax back to (03) 9855 2916

Material Deadline: 21 May 2012

Charge to

Company name: _____

Contact person: _____

Address: _____

Suburb: _____ State: _____ P/Code: _____

Phone: _____ Fax: _____

Email: _____

Size / Position Rate	Exhibitor Rate	Non Exhibitor
<input type="checkbox"/> ¼ page	\$377	\$518
<input type="checkbox"/> ½ page	\$659	\$800
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Name _____ Date _____

Card Details	<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard
<input type="text"/>	<input type="text"/>	<input type="text"/>
Card Holder's Name: _____	Payment Amount: \$ _____	
Expiry Date: / _____	Card Holder contact Number: _____	

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FESTIVAL

Festival Guide Booking Form Brisbane

Booking Deadline: 27 May 2012
2012

Material Deadline: 11 June

Please fax back to (03) 9855 2916

Charge to

Company name: _____

Contact person: _____

Address: _____

Suburb: _____ State: _____ P/Code: _____

Phone: _____ Fax: _____

Email: _____

Size / Position Rate

Exhibitor Rate

Non Exhibitor

¼ page

\$377

\$518

½ page

\$659

\$800

Full page

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Card Holder's Name: _____	Payment Amount: \$ _____	_____
Expiry Date: / _____	Card Holder contact Number: _____	_____