



MEETINGS & EVENTS AUSTRALIA

www.meetingsevents.com.au whoswho@mea.org.au



ADVERTISE TO A MARKET WORTH \$17 BILLION EACH YEAR!

Who's Who 2007 – Advertising Booking Agreement

Complete and Fax to MEA National Office: 02 9929 5600

Your 2007 advertising booking

Who's Who Print Advertising

Double page \$.....
Full page \$.....
Cover position \$.....

Half page \$.....
Third page \$.....
Bookmark \$.....
Total Cost \$.....

Position.....
Special instructions.....

50% deposit payment within 14 days, balance by 1 March 2007

WebMEA Online Advertising

Full payment within 14 days of invoicing

Member Profile Advertisement - Vertical Banner (12 months – In line with Print Edition)

Ad Position Ad Size \$.....

Who's Who Search Segment Advertisement - Vertical Banner

Ad Position Ad Size \$.....
Booked from [/ /] Booked until [/ /]

WebMEA Banner Advertisement

Ad Position Ad Size \$.....
Booked from [/ /] Booked until [/ /]

Total \$.....

material required by [/ /] material received [/ /]

Your payment – mark your payment option "X"

PAYMENT TOTAL \$.....

[] Cheque enclosed payable to MEA ABN: 31 002 967 366 inc gst
[] Credit card [] Amex [] Visa [] Mastercard [] Bankcard

Card No Exp Date
Cardholder SIGNATURE

Your details

COMPANY NAME.....
COMPANY BILLING ADDRESS.....
TELEPHONE FACSIMILE
AUTHORISED BY EMAIL
SIGNATURE *ABN No:.....

*By signing this form I am agreeing to the terms & conditions outlined in this contract. (See over page)

Artwork Specifications

- **Artwork must be received as per these guidelines**
- **Clearly label discs and proofs with your name, address, phone no. and job name**
- Please give files **specific names** and always include the name of your business
- Include a colour printout of the final artwork
- **Web picture files are unacceptable!**
- CMYK for all formats
- Please **deliver** artwork to:
MEA National Office
Level 1, Suites 5 & 6
1 McLaren Street
North Sydney NSW 2060
- Please **email** artwork to:
Katy Woods
MEA National Office
whoswho@mea.org.au

Online – WebMEA

Max 40KB, JPG or GIF files, 100dpi

- **Banner Advertisement**
 - 480 pixels wide x 60 pixels deep
- **Vertical Strip Opt A**
 - 150 pixels wide x 600 pixels deep
- **Vertical Strip Opt B**
 - 200 pixels wide x 800 pixels deep
- **Homepage Banner**
 - 102 pixels wide x 212 pixels deep

For comprehensive specifications, bookmark and cover positions please contact whoswho@mea.org.au

Print – Who's Who

T = Trim TA = Type Area B = Bleed
Depth is shown first All sizes in mm

- **Double Page Spread**
 - T. 210x297 TA. 184x277 B. 216x303
(allow 20mm for gutter)
- **Full Page**
 - T. 210x148.5 TA. 184x128.5 B. 216x154.5
- **Half Page**
 - T. 90x128.5
- **Half Page (with bleed)**
 - T. 105x148.5 TA. 90x128.5 B. 111x154.5
- **Third Page Vertical**
 - T. 189x44
- **Third Page Vertical (with bleed)**
 - T. 210x50 TA. 186x40 B. 216x56

Programs:

- **PDF files**
 - This is the preferred format for ads to be supplied
 - PDF files should be saved to Press Quality reset
 - All fonts to be embedded
 - PDF files created in Illustrator should have fonts outlined
- **Photoshop files**
 - EPS/TIFF files accepted
 - JPG files set to maximum quality
- **Illustrator files**
 - Save as Illustrator EPS files (CCS2 or lower)
 - Include all placed files
 - Turn all text to outlines

Terms & Conditions

Payments & Cancellations

- A 50% deposit will be invoiced on booking to secure your position.
- Final payment is due at time of publication
- Cancellations of advertising orders after acceptance will be subject to loss of deposit.
- **A 50% payment is required for all cancellations prior to 1 November 2006**
- **Cancellations will not be accepted after the 1 November 2006**
- Payments later than 30 days after publication will incur a 10% late fee.
- All payments for online advertising must be received before the advertisement is uploaded onto the MEA website
- Online advertising is only valid for the booked periods and artwork must be received at least 7 days prior to the proposed booking date.

Specifications

- All advertisements should comply with technical specifications, material requirements and other guidelines
- Any alterations requested will be at the expense of the advertiser.
- Every effort will be made to ensure the agreed position of advertisements however final placement is at the discretion of the publisher.

Meetings & Events Australia Level 1, Suites 5 & 6, 1 McLaren Street, North Sydney NSW 2089

Phone: 02 9929 5400 Fax: 02 9929 5600 Email: whoswho@mea.org.au www.meetingsevents.com.au