



MEETINGS & EVENTS
AUSTRALIA



2007

Material Specifications & Rates

ACCEPTABLE FORMATS

PDF FILES

- This is the preferred format for ads and logos to be supplied
- PDF files should be saved to **Press Quality** preset
- 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 (CS2 or lower)
- Include all placed files
- Turn all text to outlines

WHERE TO SEND

Please **Deliver** artwork to:
MEA National Office
Level 1, Suites 5 & 6
1 McLaren Street
North Sydney NSW 2060

Please **Email** artwork to:
MEA National Office
whoswho@mea.org.au

All media will be retained by MEA.

Please call Katy Woods on **02 9929 5400** for assistance should you have any queries.

GENERAL INFORMATION

- 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!**

PRINT – WHO'S WHO

LOGOS

- Minimum width of 65mm for horizontal logos
- Minimum width of 30mm for vertical logos
- 300dpi
- CMYK for all formats

ADVERTISING

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

- Double Page Spread – T. 210x297 TA. 184x277 (allow 20mm for gutter) B. 216x303
- 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

ONLINE – WebMEA

LOGOS

- Image resolution should be between 75 to 100dpi
- Max 20KB
- Photo style logos should be sent as JPG files for best reproduction
- General logos can be sent as GIF files
- Online logos to be supplied in two sizes:
 - a) 40mm x 40mm Search Index Logo
 - b) 100mm x 100mm for Company Listing Logo

ADVERTISING

- 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 2007 RATES REFER TO THE WebMEA RATECARD