

BEIA ADVERTISING RATE CARD



OPTIONS	INCLUSIONS	Rate (+ GST) (includes production)
Option 1	Banner Ad (Directory - limited numbers)	\$699 + GST
Option 2	Half Page Ad	\$1,999 + GST
Option 3	Full Page Ad	\$2,999 + GST
Option 4	Bookmarks - 2 only available	\$3,999 + GST
Option 5	Inside Front Cover	\$3,999 + GST
Option 6	Inside Back Cover	\$3,999 + GST
Option 7	Double Page Spread	\$4,999 + GST

ADD ON - WEBSITE LISTING UPGRADE

Option 8	Interactive purchased WITH Planner Ad	\$700 + GST
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WEBSITE UPGRADE ONLY

Option 9	Interactive Website Listing	\$1000 + GST
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E-NEWS BANNER AD

Option 10		\$250 + GST
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Planner Artwork Specifications

BEIA Members may supply their own designed advertisement for the Planner, or can choose to work with BEIA to produce an advert, in the BEIA Planner Advert style. Please refer to the specifications below for further information.

Membership Profile Material Requirements



Double Page Spread Listing

- 6 x Photos, 2 x floor plans, logo
- Up to 400 words copy including capacities table*
- Contact details



Full Page Listing

- 4 x Photos (including floor plan), logo
- Up to 150 words copy including capacities table*
- Contact details



Half Page Listing Horizontal

- 2 x Photos (including floor plan), logo
- Up to 150 words copy including capacities table*
- Contact details



Banner

- logo, 270 characters, contact details

*Capacities table if applicable

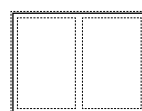
File Handling Specifications

- Please supply artwork as print ready PDF
- 3mm bleed on all edges - no cropmarks
- Ensure images are 300dpi and converted to CMYK
- Embed fonts (Illustrator only)
- Convert PMS colours to CMYK

Additional Production Charges

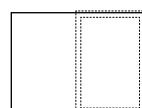
All set format advertisements include up to three sets of revisions and three proofs. Additional revisions/proofs will be charged at \$65 per set.

Supplied Advertising Artwork Specifications



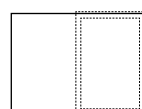
Double Page Spread - Bleed

Trim size: 297mm W x 210mm H
Live area: 10mm clearspace on outside edges (20mm clearspace central gutter for binding)
Bleed: Add 3mm of bleed on all sides



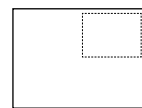
Full Page - Bleed

Trim size: 148.5mm W x 210mm H
Live area: 10mm clearspace on all edges
Bleed: Add 3mm of bleed on all edges



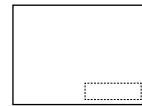
Inside Front / Back Cover (Full Page - Bleed)

Trim size: 148.5mm W x 210mm H
Live area: 10mm clearspace on all edges
Bleed: Add 3mm of bleed on all edges



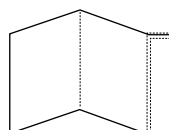
Half Page Horizontal - No Bleed

Image area: 129mm W x 95mm H



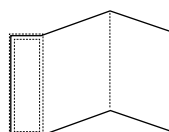
Banner - No Bleed

Image area: 129mm W x 40mm H



Back Cover Perforated Bookmark - Bleed

Trim size: 63mm W x 210mm H
Live area: 10mm clearspace on all edges
Bleed: Add 3mm of bleed on all edges



Front Cover Perforated Bookmark - Bleed

Trim size: 63mm W x 210mm H
Live area: 10mm clearspace on all edges
Bleed: Add 3mm of bleed on all edges

E-News Banner Ad Artwork Specifications

- JPG File - no larger than 100KB
- 580 pixels wide by 150 pixels high
- Supply or embed a URL link in the Banner