

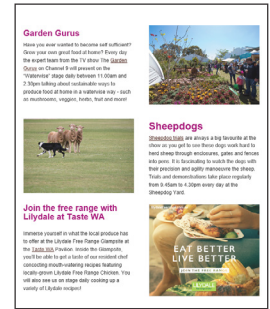
# 2019 Advertising Opportunities

## ELECTRONIC DIRECT MAIL

For the first time we are offering an exclusive advertising opportunity to appear within our EDM's, distributed to more than 35,000 members signed up to our database online. You can provide a website or social media link for your image to be hyperlinked.

ADVERTORIAL	COST PER EDM	3 EDM PACKAGE	6 EDM PACKAGE
405w X 550h pixels	\$300 + GST	\$750 + GST	\$1250 + GST
Banner (between articles) 405w X 200h pixels	\$150 + GST	\$300 + GST	\$600 + GST
Square advert 160w X 110h pixels	\$150 + GST	\$300 + GST	\$600 + GST

- Artwork to be supplied as a high resolution jpg



## WEBSITE HOME PAGE BANNER

624,567 sessions on the IGA Perth Royal Show website last year during 1 August 2018 to 15 October 2018.

Five advertising banners and tiles will be placed on the IGA Perth Royal Show website home page which will load at random per page load. As there are five banners available, these will be allocated on a first come, first serve basis.

PRICE	\$750 each + GST
SPECIFICATIONS	300w X 250h pixels 728w X 90h pixels

- Artwork to be supplied as a high resolution jpg or gif



## SHOW PROGRAM

In 2019, attendees will be provided with a 16-20 page A5 Show Program! This will be distributed **free of charge** at the Information Booths and by roaming volunteers, in the hope that each family receives one. The Show Program will include events, activities, competitions, the Show map and much more.

This is a great opportunity to get your brand in front of our large audience.

	HALF SIZE	FULL SIZE
PRICE	\$250 each + GST	\$500 each + GST
SPECIFICATIONS	74w X 52.5h mm	74w X 105h mm

- Artwork to be supplied in Adobe Acrobat (.pdf) format
- Artwork to be supplied with a 5mm bleed and cropmarks
- Main content to be 4mm from edge with no border
- All images used within artwork to be CMYK at 300dpi
- Text should be converted to outlines or font supplied
- RASWA is unable to provide design assistance



**PURCHASE DEADLINE** Friday 2 August 2019

**ARTWORK DEADLINE** Friday 9 August 2019

For more information, please email Susannah Hewitt on [marketing@raswa.org.au](mailto:marketing@raswa.org.au) or call **08 6263 3181**.