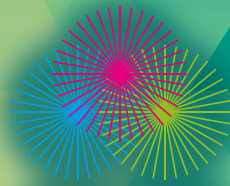


Royal Adelaide SHOW

Z CARD MAP



royal adelaide
SHOW

PRESENTING PARTNER



How the locals like it

1 Panel 70 wide x 99 high	2 Panels 140 wide x 99 high				

Artwork to be supplied as print-ready PDF, with 5mm bleed
CMYK only, no RGB or spot colours

1 Panel dimensions

70mm wide x 99mm high + 5mm bleed

2 Panels dimensions

140mm wide x 99mm high + 5mm bleed

All images to be 300dpi. Artwork in Word, Publisher or
Powerpoint will not be accepted.

Please note: Artwork must not exceed 280% Ink Limit
(avoid heavy dark ink colours)



Always the first
FRIDAY IN SEPTEMBER
4 - 13 SEPTEMBER 2015

THESHOW.COM.AU



Royal Adelaide Show

2015 MAP ADVERTISING OPPORTUNITY



PRESENTING PARTNER



How the locals like it

The Royal Adelaide Show will produce 50,000 z-card SHOW MAPS for the 2015 Show.

Patrons coming to the Show collect a Show map from any of the six information booths located at each entry point of the Show. Historically every one of the 50,000 maps is distributed, as you would expect when you have over half a million people attending the event.

There is a maximum of 16 advertising places on the back of the map available to commercial operators at the Royal Adelaide Show. The advertisement should be offering an incentive for patrons to visit their stand, ie; buy one get one free, added value, discounted offer - to encourage sales.

The z-card map folds down to a pocket size, hard cover, easy to carry map and includes the Show entertainment program.

THE DETAILS;

Map Size: 297mm x 488mm

Ad Size: 70mm x 99mm

Maps Printed: 50,000

Advertising Rate: \$1,000 + GST per panel

Booking Deadline: June 26, 2015

Artwork Deadline: July 17, 2015

CONDITIONS

1. It is the responsibility of the advertiser to ensure correct and complete information is submitted to RA&HS.
2. Final decision lies with RA&HS.
3. RA&HS cannot guarantee placement if requested.
4. RA&HS reserves the right to refuse unsuitable advertisements.

SIGNATURE DATE

NAME

COMPANY NAME

ABN

BUSINESS NAME

Complete this form and fax to (08) 8210 5222
or mail to Royal Adelaide Show & Wine Show Division, RA&HS, PO Box 108, Goodwood SA 5034
Phone: (08) 8210 5211
Email: kgronow@adelaideshowground.com.au

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FRIDAY IN SEPTEMBER