



Rotary FNQ Field Days

Brought to you by Tableland Rotary Clubs
of Atherton & Mareeba



2021 OFFICIAL GUIDE

2021 Rotary FNQ Field Days Exhibitor Guide

Rotary are excited to once again be producing our own 'Official Exhibitor Guide' for the 2021 FNQ Field Days and as an exhibitor **you are invited to advertise and promote all that your business has to offer**. The guide is created to be a focal point of the event for visitors and to benefit you, our exhibitors.

Things to know...

- ✓ All advertising is on a fully paid basis with all advertisements to be paid in full online when booking
- ✓ Pre-distribution will take place again in 2021 – 10,000 copies will reach FNQ, NQ, and the Gulf regions at least 2 weeks prior to the Event.
- ✓ People who receive the Guide may not actually attend the Field Days due to our pre-distribution plan. This is a great marketing tool for exhibitors and will promote all aspects of your Rural, Agricultural and related products.
- ✓ 20,000 copies published. Exhibitors and advertisers will gain exposure and reach a far wider audience via the pre-distributed and on-the-day distribution of the Guide.
- ✓ Copies will be available for visitors entering the gates over the three days of the Event.
- ✓ The Field Days committee have complete control over the content, layout and final production of the Guide.
- ✓ Attractions and what's on information will be available in the Guide for the three days of the event.
- ✓ The Guide will feature news and items of interest on many aspects of rural, agricultural and related industries.



EXHIBITOR PAID ADVERTISING OPTIONS AND RATES

1/4 Page advertisement
\$535.00
188mm (H) x 131mm (W)

1/2 Page advertisement
+ 1/3 editorial
\$1,070.00
188mm (H) x 266mm (W)

Full Page advertisement
+ 1/2 page editorial
\$1,680.00
380mm (H) x 266mm (W)

*All prices are GST inclusive
All advertisements are full colour*

EDITORIAL FOR PAID ADVERTISING

1/3 Page editorial
250-300 words
1 high res photo

1/2 Page editorial
700-750 words
1 high res photo

ARTWORK SPECS

1/4 Page
188mm (H) x 131mm (W)
• 1/2 Page
188mm (H) x 266mm (W)
• Full Page
380mm (H) x 266mm (W)

DEADLINES/TIMELINES

1st April 2021
Booking deadline and full payment for all advertisements.

8th April 2021
Exhibitor advertising content including all artwork, editorial and photos to be submitted to:
Natasha Srhoj
E: officialguide@fnqfielddays.org.au

10th May 2021
Official Guides distributed far and wide across the region.