



2017 Rotary FNQ Field Days Exhibitor Guide

Rotary are producing their **own Exhibitor guide** for the **2017 FNQ Field Days Event**. We are ramping up this publication and we have **changed & introduced quite** a few things to really make it a **focal point of the Event to benefit our Exhibitors**. You are invited to **advertise in our guide** - see the rates here.

Following the HUGE success of the 2015 Official Guide the committee of Rotary FNQ Field Days are producing the 2017 edition ourselves.

The key points of difference and benefits for the 2017 issue include:

- No free space will be included in the Guide for Exhibitors.
- All advertising is on a fully paid basis.
- All adverts are required to be paid online as the booking is completed.
- Pre-distribution will take place again in 2017. 10,000 copies will reach FNQ, NQ, and the Gulf regions at least 2.5 weeks prior to the Event.
- The edition will be newspaper size (A3) and printed in full colour.
- People who receive the Guide may not actually attend the Field Days due to our pre-distribution plan. This will be a great marketing tool for all 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 each person 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 Exhibitor Guide.
- "Attractions and What's on" information will be available for everyone in the Exhibitor Guide for the three days of the Event.
- Features, news and Items of interest will be included, on many aspects of rural, agricultural and related industries.

Exhibitor Guide Paid Advertising Options and Rates

1/4 Page Advert Only 189mm (H) x 129mm (W)	\$520.00 Incl. GST
1/2 Page Advert + editorial 1/3 page 189mm (H) x 262mm (W)	\$1,040.00 incl. GST
Full Page Advert + editorial 1/2 page 378mm (H) x 262mm (W)	\$1,640.00 incl. GST

EDITORIAL GUIDELINES FOR PAID ADVERTISING:

1/3 Page Approx. 300 words (no more than 350), with 1 photo

1/2 Page Approx. 800 words (no more than 850), with 1 photo

Artwork Specifications

- 1/4 Page 189mm (H) x 129mm (W)
- 1/2 Page + Complimentary 1/3 page Editorial
- Full Page 378mm (H) x 262mm (W) + Complimentary 1/2 page editorial

Official Guide Timelines & Deadlines

01 April 2017	Deadline and cut off for advertising bookings All adverts are required to be pre-paid for the booking to be confirmed
15 April 2017	Exhibitor advertising content including all artwork, editorial and photos are to be submitted to:- Natasha Srhoj E: officialguide@fnqfielddays.org.au
1 May 2017	Exhibitors Guides distributed far and wide across FNQ, NQ, and the Gulf regions. Including Information Centres and key Rural and Agricultural outlets.