



Advertising Guidelines for Queensland Mining Expo Digital Trade Guide

Advertising Specifications

Tips & Recommendations

Please create artwork exactly to size and resolution to avoid delays or missing the cutoff date.

Design with mobile in mind, increasing text size and reducing text amount for the platform.

All images have to be high resolution as the platform compresses the document for web and mobile.

Keep text 10 mm from the edge of the page to ensure it is not clipped

Supply all your links and artwork ready PDF or JPEG through the Online Exhibitor Manual.

Important

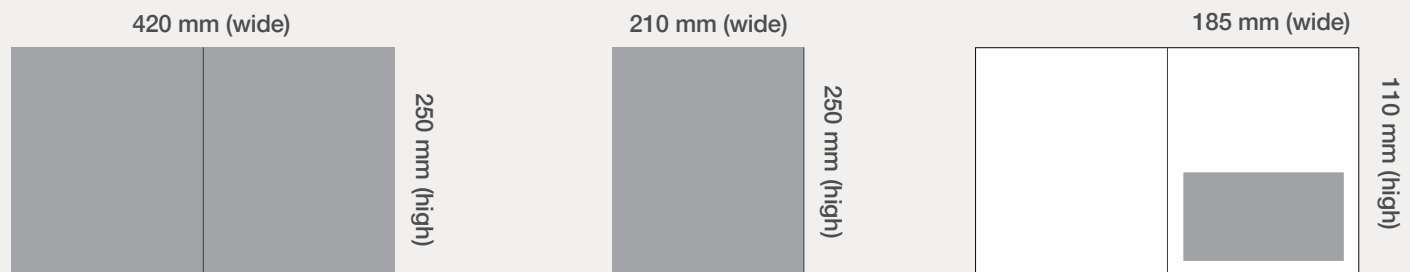
Depending on your package or sponsorship you are eligible for the following inclusion.

Standard Exhibitor Package (All) – *Half Page*

Silver Or Gold Sponsorship – *Full Page*

Platinum Sponsorship – *Double Page*

If you are not sure which inclusion you are eligible for please contact your Sales Account Manager to confirm.



Double Page Spread

Orientation: Landscape

Width: 420 mm
(4961 px)

Height: 250 mm
(2953 px)

Format: PDF (preferred) or JPG

Resolution: 300 ppi

Colour: RGB

Submit your artwork to the Online Exhibitor Manual

Full Page Ad

Orientation: Portrait

Width: 210 mm
(2480 px)

Height: 250 mm
(2953 px)

Format: PDF (preferred) or JPG

Resolution: 300 ppi

Colour: RGB

Submit your artwork to the Online Exhibitor Manual

Half Page

Orientation: Landscape

Width: 185 mm
(2185 px)

Height: 110 mm
(1299 px)

Format: PDF (preferred) or JPG

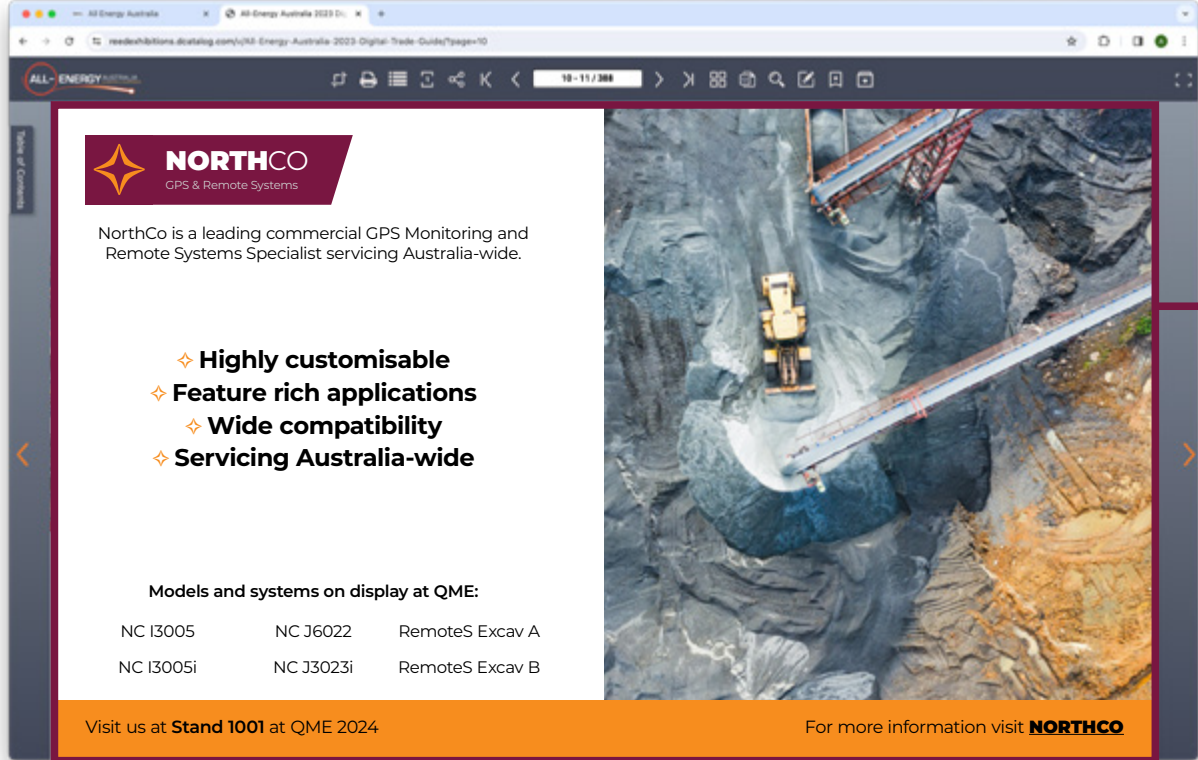
Resolution: 300 ppi

Colour: RGB

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Double Page Spread

Example



**Double
Page
Spread
Ad**

[Click Here](#) to see the live example

Specifications

Orientation: Landscape

Width: 420 mm
(4961 px)

Height: 250 mm
(2953 px)

Format: PDF (preferred) or JPG

Resolution: 300 ppi

Colour: RGB

Submit your artwork to the Online Exhibitor Manual

Tips & Recommendations

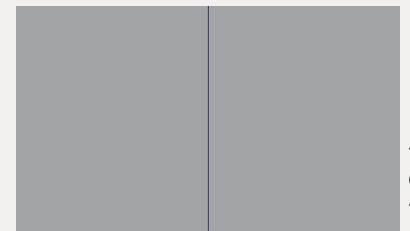
Please create artwork exactly to size and resolution to avoid delays or missing the cutoff date.

Increase text size and reduce text amount for web and mobile.

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Keep text 10 mm from the edge of the page to ensure it is not clipped

420 mm (wide)

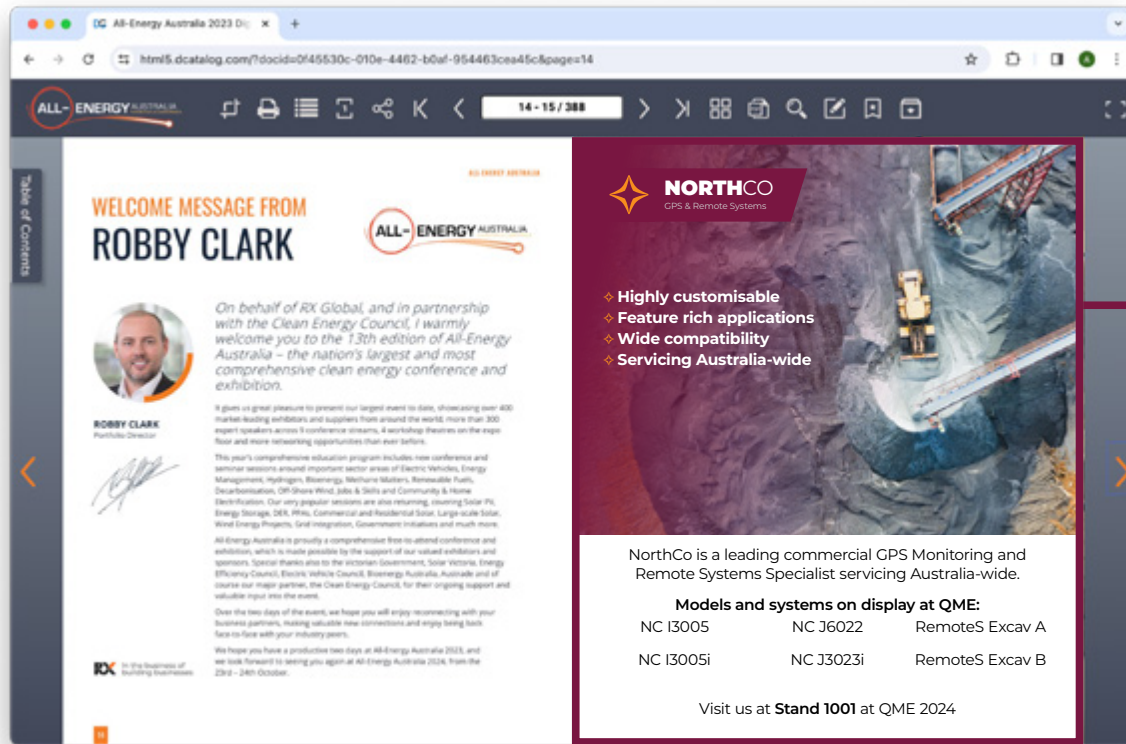


250 mm (high)

A double page spread is Included in the **Platinum Sponsorship Package**
If you are not sure if you're eligible for a DPS, please contact your Sales Account Manager to confirm.

Full Page Ad

Example



**Full
Page
Ad**

[Click Here](#) to see the live example

Specifications

Orientation: Portrait

Width: 210 mm
(2480 px)

Height: 250 mm
(2953 px)

Format: PDF (preferred) or JPG

Resolution: 300 ppi

Colour: RGB

Submit your artwork to the Online Exhibitor Manual

Tips & Recommendations

Please create artwork exactly to size and resolution to avoid delays or missing the cutoff date.

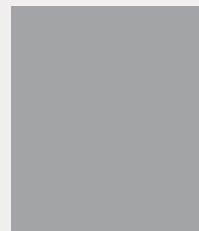
Increase text size and reduce text amount for web and mobile.

All images have to be high resolution as the platform compresses the document for web and mobile.

Keep text 10 mm from the edge of the page to ensure it is not clipped

Public Vimeo or Youtube Video links can embed into your ad.

210 mm (wide)

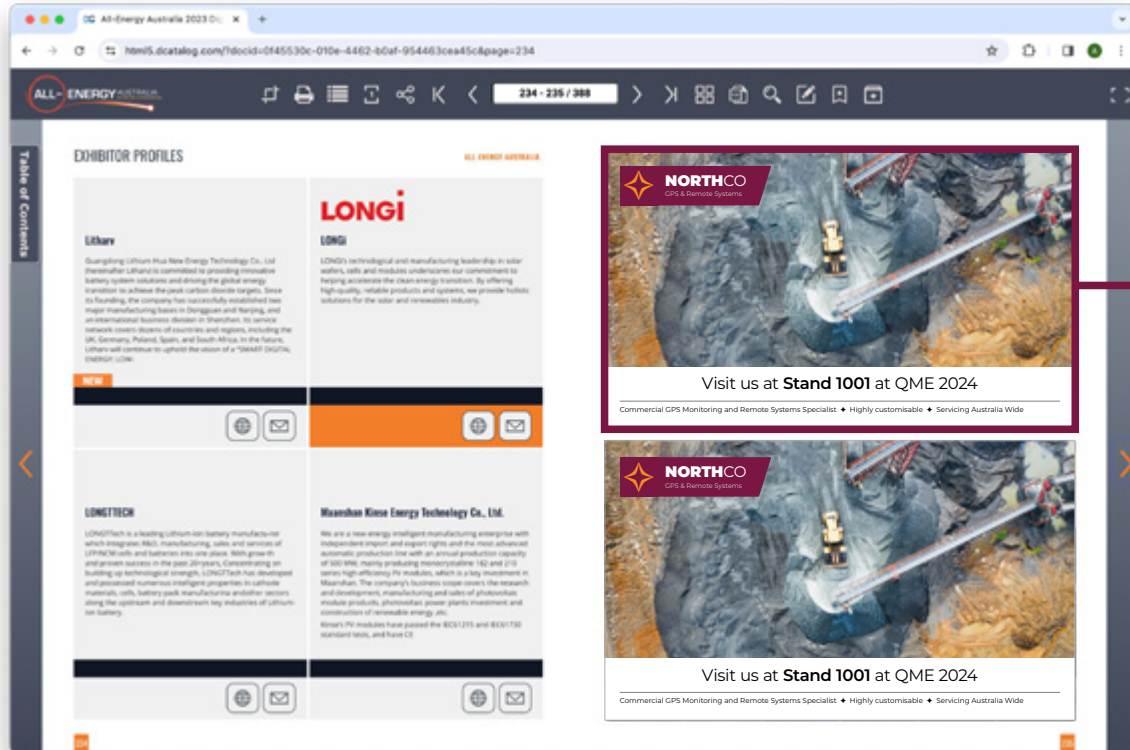


250 mm (high)

A Full Page Ad is Included in the **Gold and Silver Sponsorship Package**
If you are not sure if you're eligible for a DPS, please contact your Sales Account Manager to confirm.

Half Page Ad

Example



Half
Page
Ad

[Click Here](#) to see the live example

Specifications

Orientation: Landscape

Width: 185 mm
(2185 px)

Height: 110 mm
(1299 px)

Format: PDF (preferred) or JPG

Resolution: 300 ppi

Colour: RGB

Submit your artwork to the Online Exhibitor Manual

Tips & Recommendations

Please create artwork exactly to size and resolution to avoid delays or missing the cutoff date.

Increase text size and reduce text amount for web and mobile.

All images have to be high resolution as the platform compresses the document for web and mobile.

Keep text 10 mm from the edge of the page to ensure it is not clipped

Public Vimeo or Youtube Video links can embed into your ad.



The Half Page Ad is Included in the **Standard Exhibitor Package (All)**

If you are not sure if you're eligible for a DPS, please contact your Sales Account Manager to confirm.