



PET EXPO 2009 EXHIBITION CATALOGUE

As an exhibitor at Australia's most prestigious pet industry event, your company's details will appear in a specially produced Pet Expo EXHIBITION CATALOGUE.

This high-quality Catalogue will be the official Guide to Exhibitors for trade visitors—outlining exhibitors by booth name, product category and location in the Exhibition Centre — at no charge to you.

Pet Industry News is offering Exhibitors only full colour advertising space



Australia's Premier Trade Exhibition of Pet & Aquaria Product

**Gold Coast Convention & Exhibition Centre
19th-21st October**

19th Retail Show Bus Tour & Grounds (Start to 5pm)
20th Trade Exhibition (noon to 5pm)
21st Trade Exhibition (Start to 5pm)



The Catalogue will be A5 size (approx 210x148mm) and will form a detachable part of the Pet Industry News bumper show issue. Advertising in the Catalogue is open to Exhibitors only.
BUT BOOK EARLY —SPACES GO FAST

6,000 copies will be distributed with our usual Pet Industry News mailing and also at the Pet Expo event (OCTOBER)

Catalogue Advertising Costs:

Full page \$ 1320

Double-page \$ 2420

Half page \$ 770

Prices include GST

Position levy:
back cover +20%
inside front cover +15%
inside back cover +10%

Please note:
usual PIN discounts
do not apply

Pet Industry News & Exhibition Catalogue from Pet Expo 2008



**SEE NEXT PAGE FOR BOOKING FORM TO SECURE YOUR SPACE—
Ad positions allocated at booking date and/or on a 'first-come-best-position' basis**



Pet Expo 2009 Catalogue Booking Form

Advertising Guidelines

Please use this form for CATALOGUE BOOKING ONLY
(see separate form for *PIN* Magazine)

Ad positions allocated at booking date and/or on a first-come-best position basis

Email Artwork (as high-resolution PDF only) to: graphics@petnews.com.au

Call us with any enquiries you have on (02) 9552 6200

Please complete this form and fax it to (02) 9552 6211



Catalogue Artwork Deadlines & Bookings:

● **Space booking:** 15th August 2009 ● **Artwork submitted:** 1st September 2009

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|--------------------------|---|----------------|
| <input type="checkbox"/> | Full page (no bleed) 127mm(w) x 190mm(h) | \$ 1320 |
| <input type="checkbox"/> | Full page (with bleed) 147mm(w) x 210mm(h) + 3mm bleed | \$ 1320 |
| <input type="checkbox"/> | Double-page (no Bleed) 277mm (w) x 190mm (h) | \$ 2420 |
| <input type="checkbox"/> | Double-page (with Bleed) 297mm (w) x 210mm (h) + 3mm bleed | \$ 2420 |
| <input type="checkbox"/> | Half page (no bleed) 127mm(w) x 95mm (h) | \$ 770 |
| <input type="checkbox"/> | Half page (with bleed) 147mm(w) x 105mm (h) + 3mm bleed | \$ 770 |

Prices include GST

Position levy:
back cover +20%
inside front cover +15%
inside back cover +10%

Name of Company or Individual: _____
 Contact: _____ Position: _____
 Address: _____ State: _____
 Postcode: _____ Country: _____ Ph: (____) _____ Fax: (____) _____
 Mobile: _____ Email: _____
 Signed: _____ Date: _____

NOTE: Please supply ad files as high-resolution PDF

AD MATERIAL: format: Mac or PC provided on CD or DVD File type/s: _____

DESPATCHED by: Express Post or Ordinary Mail to PO Box 20 Annandale NSW 2038

Email to graphics@petnews.com.au

For general advertising rates and booking form for *Pet Industry News* please visit our website
www.petnews.com.au