

AVALON 2011

AUSTRALIAN INTERNATIONAL AIRSHOW
AND AEROSPACE & DEFENCE EXPOSITION

Avalon Airport Victoria 1-6 March 2011

Publishing and Advertising Information

NINETY
1921-2011
ROYAL AUSTRALIAN AIR FORCE



The Australian International Airshow and Aerospace & Defence Expo, held at Avalon Airport near Geelong, is recognised as a significant event on the world aviation calendar and one of the world's great air shows.

- ✓ The 2011 event, held on 1-6 March, will be a very special one as it celebrates the 90th anniversary of the Royal Australian Air Force and will attract an enormous amount of international and local participation.
- ✓ With 200,000 visitors, a vast trade exhibition component and a dazzling display of all types of aircraft both in the air and on the ground, the show attracts enormous industry, media and public interest and support.
- ✓ It also provides substantial marketing opportunities for local, regional and international organisations.
- ✓ For the aerospace industry, the show provides the largest and most comprehensive event in the southern hemisphere with companies, governments and organisations from nations all around the world taking part.
- ✓ The Official Event Programme and Trade Directory are essential marketing tools for any company directly or indirectly involved with the show. They are distributed widely and in large numbers to show participants from industry, government and the military.
- ✓ Enthusiasts, those involved in private aviation and the general public also acquire the Official Event Programme in substantial numbers.
- ✓ The Official Event Programme and Trade Directory are both integral components of the Australian International Airshow and Aerospace & Defence Expo, providing essential information about the event along with informative articles.
- ✓ Both publications provide the opportunity to reinforce messages established at the show and to help introduce that message to the industry and the public.

**The Official Event Programme and Trade Directory are your
essential marketing tools...**

FOR FURTHER INFORMATION AND BOOKINGS CONTACT

JON VAN DAAL *Director, National & International Advertising Sales*

• Phone: +61 2 9901 6376 • Mobile: +61 2 412 156 868 • Facsimile: +61 2 9901 6110 • Email: jvandaal@chevron.com.au

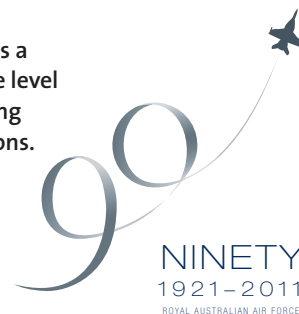


AVALON 2011

Official Event Programme and Trade Directory
Publishing and Advertising Information



The Australian International Airshow and Aerospace & Defence Expo is a major and proven successful event on the world aviation calendar. The level of industry participation increases with each event, as do the marketing opportunities available to local, regional and international organisations. The Official Event Programme and Trade Directory are important components of that marketing effort as they provide the opportunity to reinforce messages established at the show, or to help introduce that message to the industry and public.



The Official Event Programme and Trade Directory are your **essential marketing tools...**

OFFICIAL EVENT PROGRAMME

An effective and essential marketing tool

Advertising in the Official Event Programme is an effective tool, not just for those who are exhibitors at the show but also other companies in many fields who wish to reach a substantial and wide-reaching audience.

As an advertising medium, the Official Event Programme is ideal not only because of the large number of people it will reach, but also because of the wide demographic it covers.

For advertisers, the programme provides double value. Past experience shows it will not only be purchased in large numbers, but the retention rate is high. It is a document people keep for future reference and as a memento of a special event.

That aspect will be even greater this time as it will be an RAAF 90th Anniversary Special Collector's Edition.

For advertisers, the benefits are obvious – their message remains available to a large proportion of potential customers for much longer than, say, a daily newspaper or monthly magazine.

There is also arguably some prestige associated with being part of the show's official publications, while a significant point is that advertisers' support of them means that any financial benefit flows back to the show itself, helping ensure its future.

The Australian International Airshow 2011 Official Event Programme is being created for the sixth successive time by leading aviation writer/editor Stewart Wilson and the Chevron Publishing Group. The previous programmes produced by this team in 2001, 2003, 2005, 2007 and 2009 have been enormously successful in terms of both critical acclaim and sales.

The Australian International Air Show 2011 Official Event Programme will feature contributions from some of Australia's leading writers and reflect the themes and nature of the event, its status as an industry showcase and its appeal to the general public.

A high level of presentation and design is a feature and the overall effect is successful because it appeals to a large number of people, whether they be those with a knowledge of or interest in aviation or members of the public.

The programme will also contain general information for visitors including maps of the show's layout and information about the flying display programme.

THE AIRSHOW TRADE DIRECTORY

This separate publication contains a map of the site, a layout guide to the main exhibition areas and a comprehensive and detailed listing of all the exhibitors.

An overall alphabetic listing notes each exhibitor's site location while each participant also has a separate and more substantial listing detailing address, telephone, fax and e-mail details plus information on activities, location at the show and the names of company representatives.

The Trade Directory is therefore a valuable tool for those in the aerospace industry who wish to quickly and easily locate an exhibitor of particular interest to their own organisation.

More than 45,000 trade, government, military and foreign delegation visitors attend the Australian International Airshow. A very substantial benefit to advertisers is that a complimentary copy of the Trade Directory will be made available to every trade visitor. This provides advertisers with access to a large and high quality target market.

As with the Official Event Programme, the Trade Directory has a very high retention rate and is regularly used due to the large number of industry contacts within its pages. It is in effect a substantial 'address book' used for reference long after the show has ended.

Again, there is double value for the advertiser as the message remains 'alive' well into the future, not just during the six days of the Australian International Airshow but also for long after.



FOR FURTHER INFORMATION AND BOOKINGS CONTACT

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- Phone: +61 2 9901 6376
- Mobile: +61 2 412 156 868
- Facsimile: +61 2 9901 6110
- Email: jvandaal@chevron.com.au



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The Official Event Programme and Trade Directory are your
essential marketing tools...

OFFICIAL EVENT PROGRAMME AND TRADE DIRECTORY PUBLISHER

CHEVRON PUBLISHING GROUP PTY LIMITED

- **Head Office** Level 3, 55 Chandos Street,
St Leonards NSW 2065 Australia
- **Telephone** +61 2 9901 6161
- **Email** sales@chevron.com.au

PUBLISHING DETAILS

- **Event Programme** RRP: \$10.00 (inc GST)
Distribution: 75,000 copies
- **Industry Trade Directory** 10,000 copies distributed free to trade

ADVERTISING & MATERIAL DEADLINES

- **Bookings Close** 4 February 2011
- **Material Deadline** 11 February 2011

ADVERTISING RATES

	Full Page	DPS	Half Pg	Quarter Pg
• Event Programme	\$6,000	\$11,000	\$3,200	\$1,600
• Industry Trade Directory	\$3,000	\$5,000	\$1,600	N/A

Please note: All advertising placements subject to 10% GST and 10% agency commission where applicable.

MATERIAL REQUIREMENTS

• Event Programme	Width	x	Height (mm)	
Full page trim size	205	x	275	<i>Bleed = add</i>
Full page type area	185	x	250	<i>5mm all sides</i>
Double spread trim size	410	x	275	<i>to trim size</i>
Double spread type area	390	x	250	
Half-page horizontal	185	x	123	<i>Bleed = add</i>
Half-page vertical	90	x	250	<i>25mm all sides</i>
Quarter-page vertical	90	x	123	
Quarter-page horizontal	185	x	52	<i>No bleed</i>
• Industry Trade Directory	Width	x	Height (mm)	
Full page trim size	148	x	198	<i>Bleed = add</i>
Full page type area	132	x	182	<i>5mm all sides</i>
Double spread trim size	296	x	198	<i>to trim size</i>
Double spread type area	280	x	182	
Half-page vertical	64	x	182	<i>No bleed</i>

Chevron advertising creation services: When advertising is to be created by Chevron Publishing, all supplied material must meet Chevron's advertising guidelines which are available from your advertising representative. Supplied material must include all images, logo and text copy to be used in the advertisement. For best reproduction we require all ads to be supplied with all images as well as the PDF in the "FOGRA 39 (ISO 12647-2:2004)" ICC profile, (ISO v2 colour standard). Chevron Publishing supports OpenType fonts and PC Postscript fonts only and support the following software applications: Indesign CS2 (Vs 4 or earlier), Photoshop CS2 (Vs 9 or earlier), Illustrator (Vs 10 or earlier), PDF documents (Vs 1.3 – 1.5).

Material and delivery options: *Courier* – Please courier your advertising material on CD/DVD to the delivery address above.

Email – We accept all email files under 10mb. Please note the booking number and magazine title in the subject field and email to... sales@chevron.com.au

TP – Please send files over 10mb to ftp.next.com.au and email the traffic manager once the file has been uploaded at sales@chevron.com.au

Advertising Terms and Conditions: Please contact your sales representative or visit www.next.com.au

ADVERTISING SALES CONTACT DETAILS

JON VAN DAAL

Director, National & International Advertising Sales

- Direct:** +61 2 9901 6376
- Fax:** +61 2 9901 6110
- Mobile:** +61 2 412 156 868
- Email:** jvandaal@chevron.com.au

RAY BERGHOUSE

National Advertising Sales

- Direct:** +61 2 9901 6161
- Mobile:** +61 2 427 416 868
- Fax:** +61 2 9901 6110
- Email:** rberghouse@chevron.com.au

WENDY WILSON

National & International Advertising Sales

- Direct:** +61 2 6238 1620
- Fax:** +61 2 6238 1626
- Mobile:** +61 2 412 265 585
- Email:** wilson@netspeed.com.au

PETER GAUNT

Advertising Sales Manager

- Mobile:** +61 2 411 252 891
- Email:** petergaunt1@optusnet.com.au

ADVERTISING MATERIAL DELIVERY DETAILS

ELECTRONIC ARTWORK

sales@chevron.com.au

COURIER

Chevron Publishing Group
Level 3, 55 Chandos Street,
St Leonards, NSW 2065 Australia

POSTAL

Locked Bag 5555,
St Leonards, NSW 1590 Australia

