



North Coast Innovation Festival Advertising Fees

FESTIVAL GUIDE

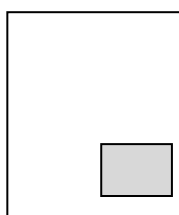
Promote your company, product, service for festival event by advertising in the North Coast Innovation Festival Guide. The guide will contain details of festival events, articles on innovative businesses and entrepreneurs from the region as well as advertising.

10,000 copies of the festival guide will be distributed through the Chamber of Commerce, NSW Business Chamber and other business and networking organisations along the NSW North Coast prior to the commencement of the festival.

The festival guide will also be available as an e-book on the festival website www.ncinnovationfestival.com.au.

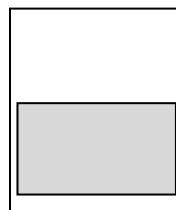
The below pricing does not include the design of your advert. These prices are for print ready files. If you require a designer we would recommend using Joyer. Contact Anya for a quote on tel 02 6586 2111.

Advertisement Specifications & Pricing



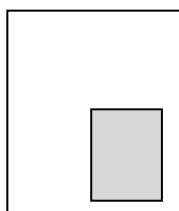
Eighth Page
74.25h x 105w
add 3mm bleed all around

Price: \$150 + GST



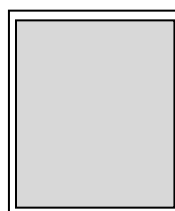
Half Page
148.5h x 210w
add 3mm bleed all around

Price: \$600 + GST



Quarter Page
148.5 x 105w
add 3mm bleed all around

Price: \$300 + GST



Full Page
297h x 210w
add 3mm bleed all around

Price: \$1,200 + GST

Back/Inside: \$1,500 + GST

Booking Deadline: 10 March 2010

Material Deadline: 22 March 2010

Submit Advertisement

Via email to tiffanyslacksmith@ncinnovationfestival.com.au (limit of 4MB) or post on a disk to 8/2 Clarence Street, Port Macquarie NSW 2444. Colour proofs should also be supplied.

File Formats

Preferred format is High resolution Adobe Portable Document Format (PDF)

We do not accept ads in Word, PowerPoint, Publisher or any Microsoft software.

Images

Minimum of 300dpi at 100% scaling. Line Art images minimum of 1200 dpi at 100% scaling. Image file formats should be TIFF or composite EPA and should not be compressed.

Fonts

We accept Postscript fonts only, include both printer and screen fonts. We do not accept True Type fonts, PDF files are to have fonts embedded. Fonts should not be stylized.

Bleeds

All ads must have at least 3mm bleed all around.

Proofs

A colour proof must be supplied with all ads. We will not accept responsibility for the printed result if a proof is not supplied.

WEBSITE ADVERTISING

Promote your organisation, product or service with a website banner on the home page of the North Coast Innovation Festival www.ncinnovationfestival.com.au

Banners can be still or animated with a click through link to your website. Opportunities are available for 1 month, 3 months, 6 months or one year.

The rates for a website sponsorship are as follows:

One month period: \$375 +GST

Three-month period: \$300 per month + GST

A discounted rate will apply to website banners lasting longer than three months.

E-NEWSLETTER ADVERTISING

The bi-monthly NCIF e-newsletter will be launched in March. Content will include but is not limited to; details on NCIF events, local and international innovation news, entrepreneur news, innovative business highlights as well as a range of other interesting information on innovative products, services and business practices in our region.

The NCIF e-newsletter can include a range of different types of advertisements including a company, product, service or promotion of an event.

Advertisements in the NICF e-newsletter are available at the following competitive rates:

Colour Advertisement **\$150 + GST**
Top right of page

Colour Banner Advertisement **\$300 + GST**
Along the bottom of the page

FESTIVAL REGION

Region & Population	LGA	Estimated resident population 2008
Northern Rivers Total Resident Population 288,368	Tweed	86,833
	Clarence Valley	51,007
	Lismore	44,993
	Ballina	41,677
	Byron	31,503
	Richmond Valley	22,672
	Kyogle	9,683
Mid North Coast Total Resident Population Total 287,805	Great Lakes	34,853
	Port Macquarie-Hastings	73,870
	Coffs Harbour	70,371
	Greater Taree	47,781
	Kempsey	28,856
	Nambucca	18,921
	Bellingen	13,153
	Total North Coast	14

Source ABS

This data gives a brief snapshot of the current population structure of the entire North Coast.

It indicates the potential for festival participation and benefit for the region's business, industry and community sectors based on population demographics.

The festival includes all towns on the NSW North Coast between Tweed Heads and Forster-Tuncurry covering a population of almost 600,000.



For more information about advertising opportunities and availability contact;

Tiffany Slack-Smith, Festival Coordinator

North Coast Innovation Festival

Email: tiffanyslacksmith@ncinnovationfestival.com.au

Mobile: 0412 880 085



North Coast Innovation Festival Advertising Booking Form

FAX TO: 02 6584 6333

Booking deadline: 10 March 2010

Advertisement submission deadline: 22 March 2010

Name:

Company:

Billing address:

Suburb: State: Code:

Tel: Mobile: Fax:

Email:

Advertisement in the 2010 North Coast Innovation Festival Guide (10,000 copies)

- Eighth page \$150 + gst
- Quarter page \$300 + gst
- Half page \$600 + gst
- Full page \$1,200 + gst
- Back page \$1,500 + gst
- Inside front \$1,500 + gst

Banner advertisement in the NCIF e-newsletter

- Banner on top right corner \$150 + gst
- Banner on bottom of page \$300 + gst

Banner advertisement on the homepage of the NCIF website

- One month period \$375 + GST
 - Three month period \$300 + GST per month
-

Cheque payable to Regional Development Australia - Mid North Coast. ABN: 948 6695 2886

Post to: Tiffany Slack-Smith
North Coast Innovation Festival
C/o Regional Development Australia
PO Box 2537, Port Macquarie NSW 2444

Enquiries: 02 6584 6333 or 0412 880 085