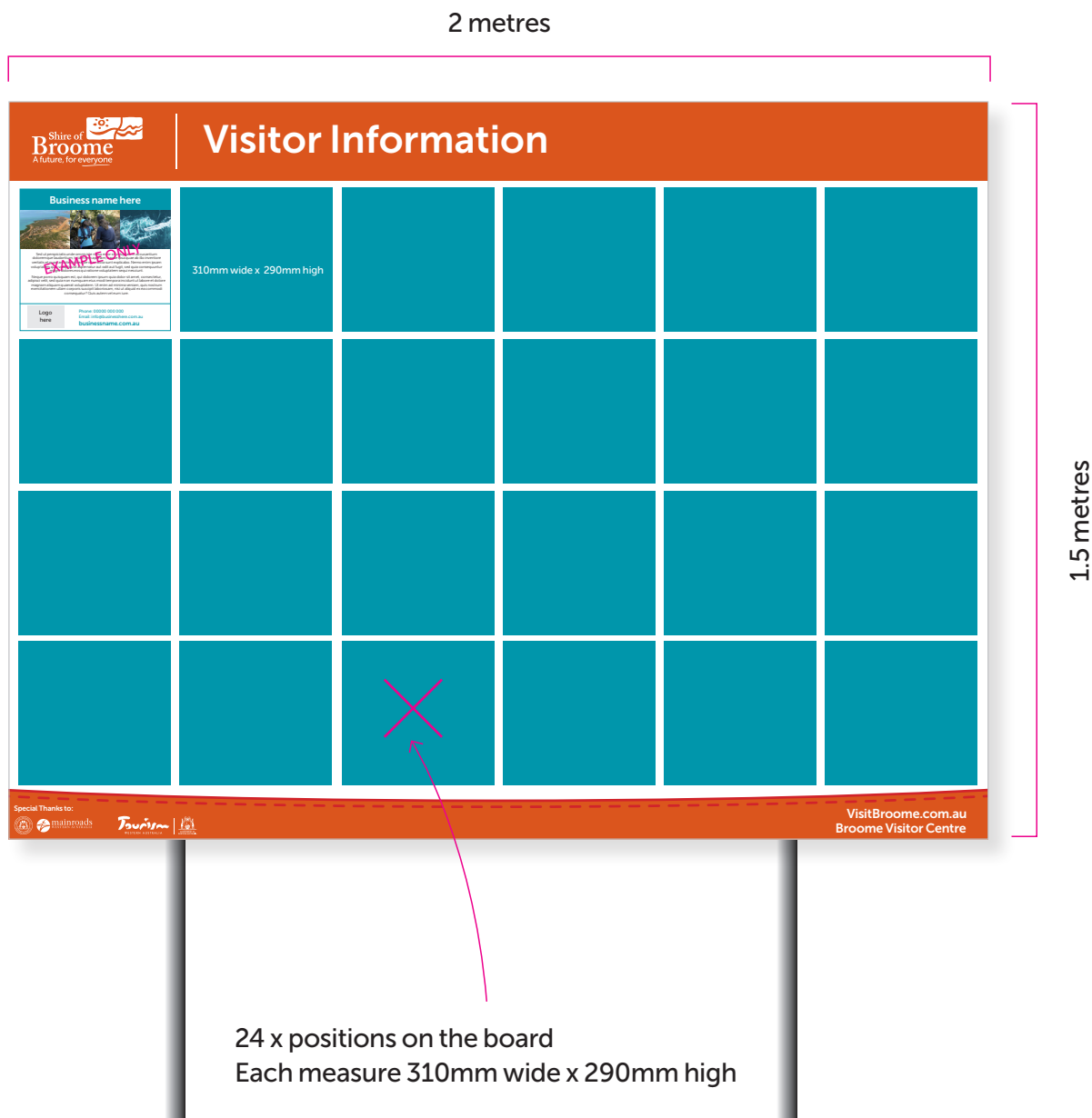


# Broome Visitor Information - Signage Advertising

Following are the specification for providing advertising for inclusion in the Broome Visitor Information panel.

The Visitor Information panel measures 2 x 1.5 metres.

There are a total of 24 available advertising positions on the panel, each consisting of a size set to 310mm wide x 290mm high.



# Recommended Advertising Layout

Below is an example of a recommended advertising layout for optimal exposure.

The below advertisement comprises of 5 main elements:

- A) Business name, B) Feature Images, C) Body copy, D) Business logo and
- E) Business contact details, as shown in the below example

The diagram shows a rectangular advertisement layout with the following sections:

- A) Business Name:** A teal header bar at the top containing the text "Business name here".
- B) Images:** A row of three images below the header: a landscape with a coastline, two people in a forest, and a close-up of a hand holding a glowing blue object.
- C) Body copy:** A white box containing two paragraphs of placeholder text. A large pink watermark "EXAMPLE ONLY" is overlaid on this section.
- D) Business logo:** A grey box at the bottom left containing the text "Logo here".
- E) Business contact info:** A white box at the bottom right containing the text "Phone: 00000 000 000", "Email: info@businesshere.com.au", and "businessname.com.au".

Please note:

You can also design your own advert to a style you prefer.

Adverts can be supplied to any design as long as the provided file meets the technical requirements on the following page. Please make sure you adhere to the required specification otherwise files will be rejected and need to be resupplied to the correct specifications.

## Providing individual adverts - information

Technical specifications for providing designed adverts are listed below.

### A) ACCEPTABLE FILE TYPE AND SPECIFICATIONS

- Total image size of 310mm wide x 290mm high
- Bleed and trim marks are not required
- Commercial print ready PDF and High resolution JPG files are the 2 preferred options for supplying your advert
- Image resolution of 300DPI for JPG files, all text converted to paths for PDF files
- CMYK colour breakdown acceptable
- Adverts that are not to the specified size with logos / graphics and images that are low resolution, blurry, will not be accepted.