

SIA Conference Handbook

Delegates to the 2nd SIA Technology Conference 2013 (to be held in Adelaide, SA 15-17 October) will each receive a high quality 40 page Conference Handbook containing the program, abstracts and speakers' biographies.

We expect them to use it as a year-round resource to reference contacts made at the Conference. In an environment replete with decision-makers, placement of an advertisement in the Handbook provides an outstanding opportunity to lift your company's profile.

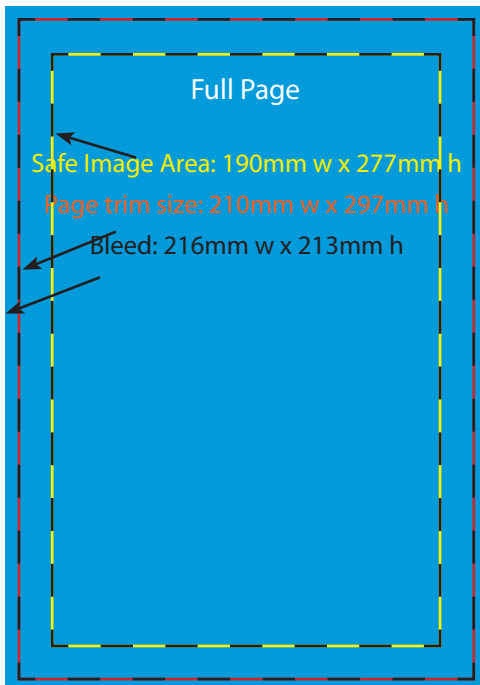
Advertising Opportunities

Four sizes of advertisement are available: Full page, half page and two types of quarter page (horizontal or vertical). You should supply quarter page ads in both orientations to allow for adjustment in the event of unequal applications.

Specifications

Advertisements should be supplied as high resolution 300dpi PDF with a CMYK profile. All fonts should be embedded. Dimensions are: shown in the diagrams. Full page only requires bleed (6mm). All other sizes have a white surround.

Quarter page ads can be supplied in a horizontal or vertical orientation (but we suggest you supply in both).



Talking about Really Important Submarine Matters



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Half Page

180 mm (w) x 130 mm (h)

Quarter Page
(vertical)
86.5 mm (w) x
130 mm (h)

Quarter Page
(vertical)
86.5 mm (w) x
130 mm (h)

Quarter Page (horizontal)
180 mm (w) x 61.5 mm (h)

Quarter Page (horizontal)
180 mm (w) x 61.5 mm (h)

Rates

Size	Charge
Full Page	\$1,350.00
Half Page	\$850.00
Quarter Page	\$550.00
Preferred Placement	extra \$100.00

Placement

The planned layout of the Technology Conference Handbook is illustrated overleaf and, for a surcharge of \$100, advertisers can

identify their preferred placement. In the event of disputes, the decision of the Organising Committee will be final.

Payment Method

The SIA accepts payment by credit card (we use the secure services of PayPal as well as a pay-by-phone system that accepts Visa, MasterCard and American Express), electronic bank transfer or cheque. Cheques should be payable to "Submarine Institute of Australia Inc" and mailed to GPO Box 2, Canberra ACT 2601 Australia. Payment by credit card attracts a handling surcharge of 2.5%.

Artwork Submission

In the first instance, advise your ad size and, if applicable, preferred placement to frankowen@submarineinstitute.com.

Once the size and placement availability has been confirmed, submit your artwork via email (if smaller than 5MB) or via <http://www.yousendit.com> for larger files. This free service can be used for files up to 100MB. Zip multiple files into one. Artwork can also be sent by mail on a CD/DVD.

Closing date for lodgement is **27 September 2013**.

Terms & Conditions

All material must be supplied as per the recommended specifications and by the production deadlines advised within this Media Kit. The publisher reserves the right to refuse any material supplied outside of these parameters. A refund may be granted depending on the individual circumstances. No proofs will be supplied for advertising. It is the advertiser's responsibility to ensure that all text, images and details are correct. The publisher takes no responsibility for printing incorrect or out-of-date information if supplied by an advertiser. The publisher takes no responsibility for the quality of the final printing where advertiser-supplied material is questionable or of poor quality.

Questions?

Contact Frank Owen:
+61 416 108 242 (mobile) or email frankowen@submarineinstitute.com or visit the Conference 2013 website: <http://www.submarineinstitute.com> and follow the links.

Updated: 18 March 2013