



Waste Expo
AUSTRALIA

Advertising Guidelines for
Waste Expo Australia
Digital Trade Guide

Advertising Specifications

Tips & Recommendations

Please create artwork exactly to size and resolution to avoid delays or missing the cutoff date.

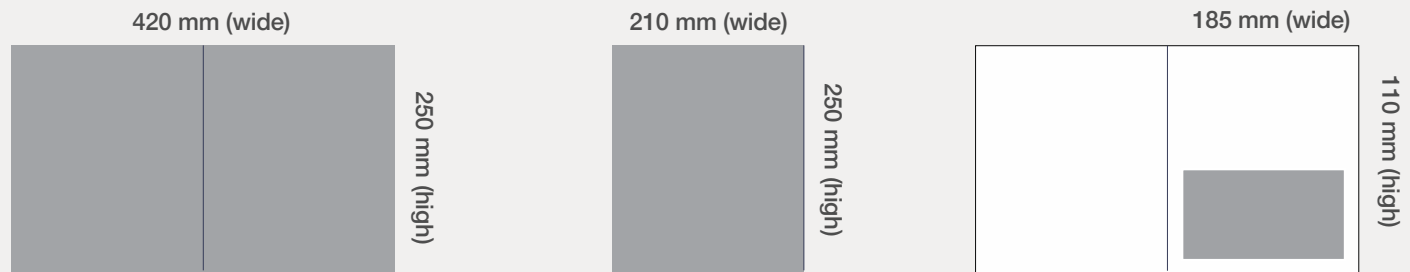
Design with mobile in mind, increasing text size and reducing text amount for the platform.

All images have to be high resolution as the platform compresses the document for web and mobile.

Keep text 10 mm from the edge of the page to ensure it is not clipped

Public Vimeo or Youtube Video links can be embedded into your ad.

Supply all your links and artwork ready PDF or JPEG through the Online Exhibitor Manual.



Double Page Spread

Orientation: Landscape

Width: 420 mm
(4961 px)

Height: 250 mm
(2953 px)

Format: PDF (preferred) or JPG

Resolution: 300 ppi

Colour: RGB

Submit your artwork to the Online Exhibitor Manual

Full Page Ad

Orientation: Portrait

Width: 210 mm
(2480 px)

Height: 250 mm
(2953 px)

Format: PDF (preferred) or JPG

Resolution: 300 ppi

Colour: RGB

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Half Page

Orientation: Landscape

Width: 185 mm
(2185 px)

Height: 110 mm
(1299 px)

Format: PDF (preferred) or JPG

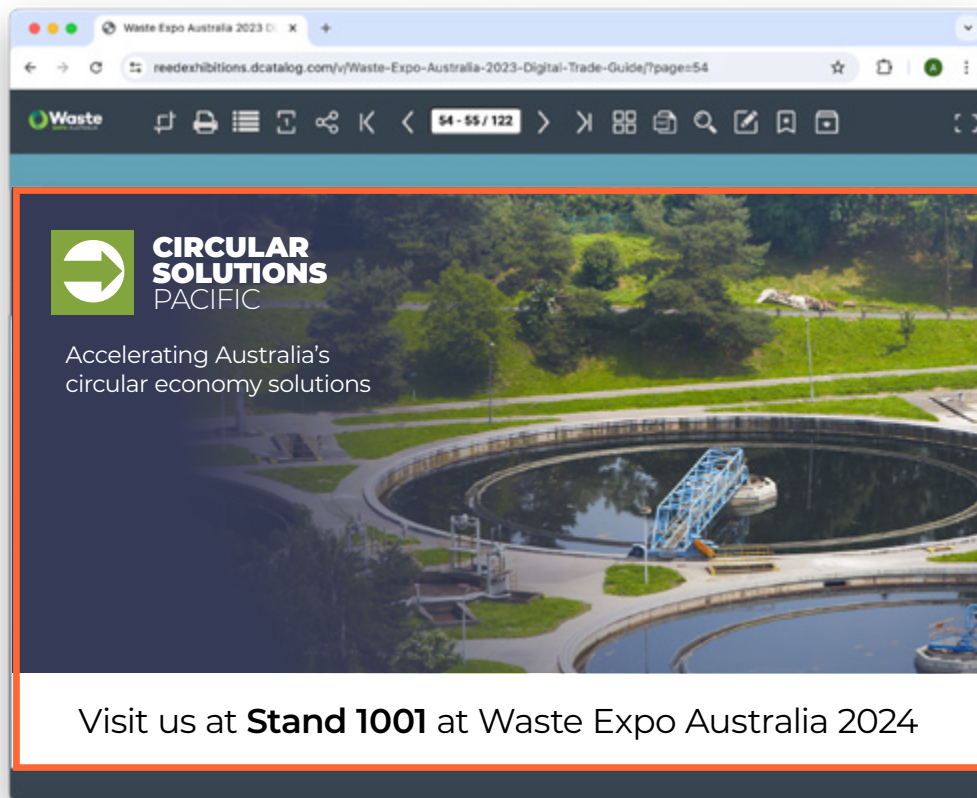
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Example



Double
Page
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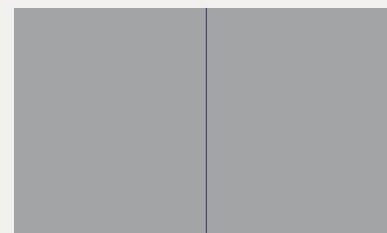
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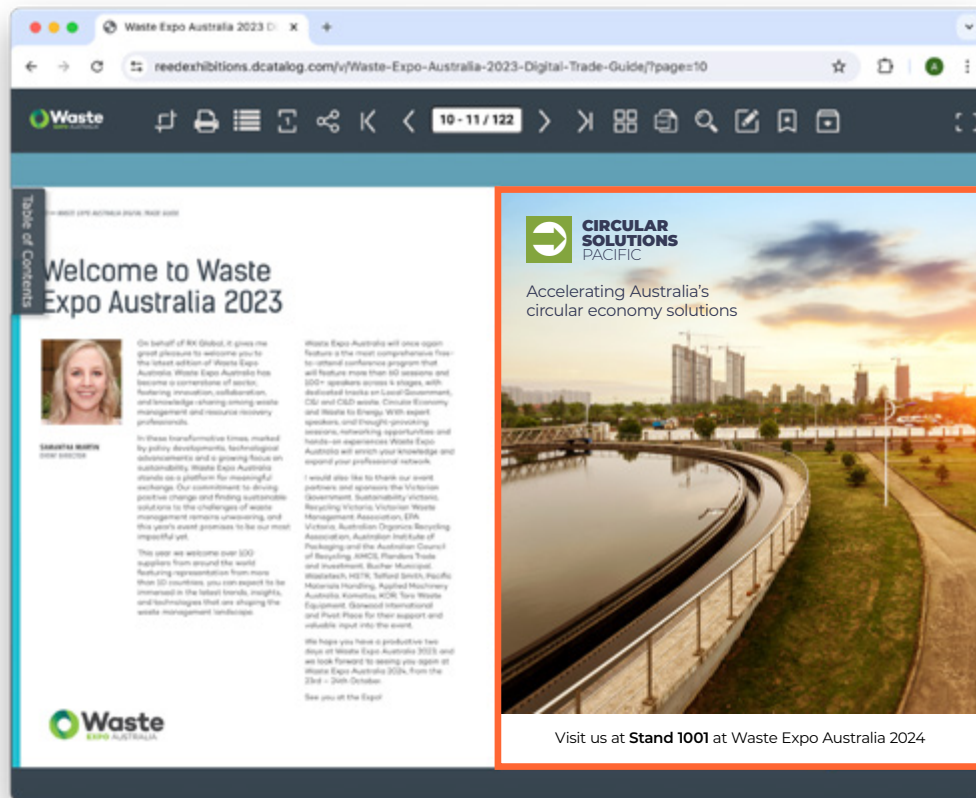
420 mm (wide)



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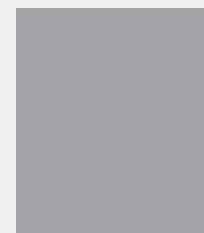
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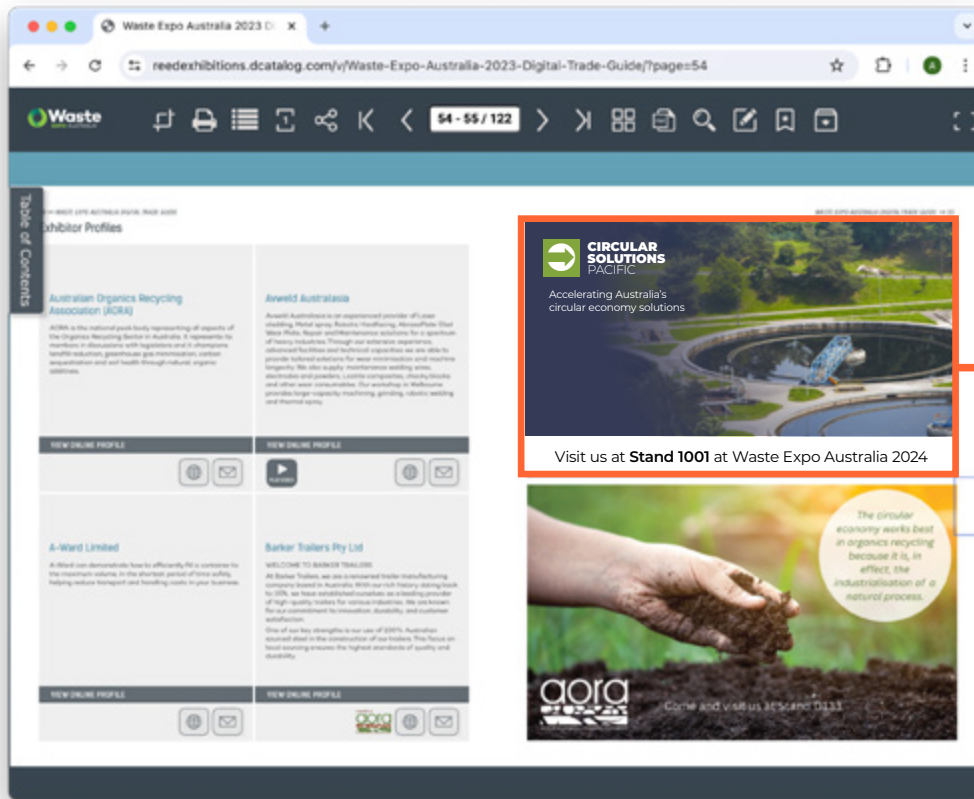
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