



HUNTER VALLEY AIRSHOW

A THRILLING FESTIVAL FOR THE WHOLE FAMILY

ADVERTISING OPPORTUNITIES



With a crowd of over 10,000 people expected to attend the Hunter Valley Airshow over two days, it is not hard to see the advertising potential of this event.

We are offering 3 types of advertisements:

CORFLUTE BANNER - This is a 1200 x 900 full colour printed onto Corflute. They will be placed along the entry promenade between the car park and the Airshows entry gate. We have 10 Entry Banner places available. The banners offer high visibility, as all visitors have to pass them to enter the airshow.

AIRSHOW PROGRAMME - This a souvenir 24 page printed booklet containing information about the event including the Airshow schedule, map, aircraft information/history and more. We are offering 4 different size advertisements in the booklet as to cater to all budget. The Airshow Program will be sold for \$5 each and is included with Gold Pass tickets.

COMMENTARY LIVE READ - A 30-second read of your scripted advertisement read by the commentary team between Airshow entertainment. 6 time-slots will be available each day.

FLYING SIGNS - All eyes will be on this spectacle when it goes airborne as your business becomes part of the airshow.

To set the scene... a single prop aircraft is on approach to the Cessnock airport. The commentators draw the crowds attention to the incoming plane. It flies lower and lower.... as it passes the crowd it picks up a large banner, launching it into the air for everyone to see. As the plane circles the airport towing your message the commentators read your scripted advertisement giving your business the whole crowds attention for 5 minutes, from sign pickup to the dramatic sign drop off.

Lettering on the banner can be up to 34 characters long in either red or black font. There are two advertisement blocks available, Saturday 6th and Sunday 7th.



HALF PAGE
Width 197mm
Height 135mm

**QUARTER
PAGE**
Width 93mm
Height 135mm

EIGHTH PAGE
Width 93mm
Height 67.5mm

**All artwork must be supplied in PDF or JPEG
format at 300dpi.**

**No bleed is required for any of the Airshow
Program advertisements.**

FULL PAGE
Width 197mm
Height 285mm

ADVERTISEMENT RATES

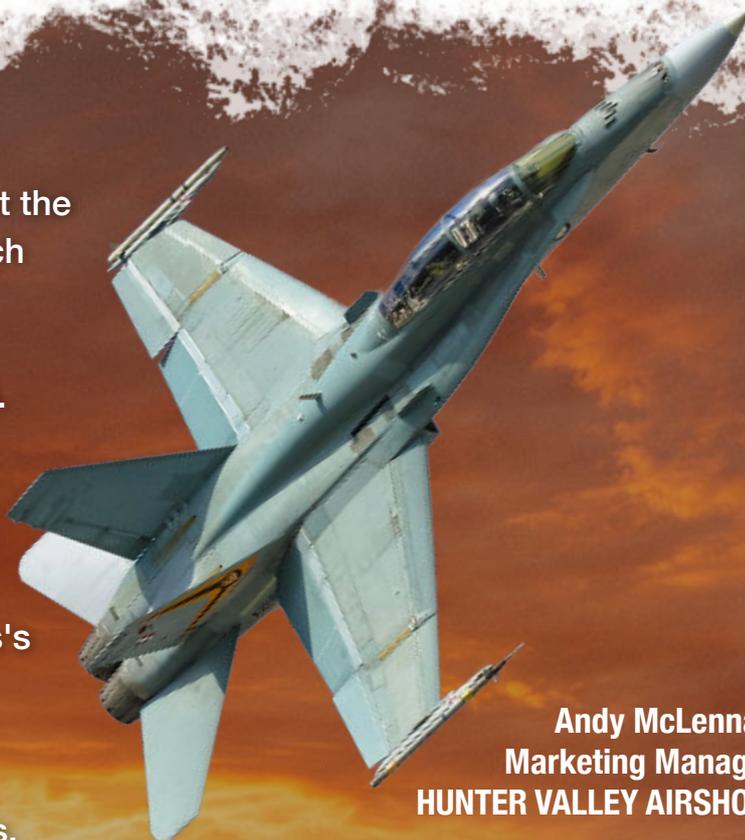
<u>ADVERTISEMENT</u>	<u>AVAILABILITY</u>	<u>PRICE EX. GST</u>
COREFLUTE BANNER	10	\$250 ea
AIRSHOW PROGRAMME - FULL PAGE	2	\$850 ea
AIRSHOW PROGRAMME - HALF PAGE	4	\$450 ea
AIRSHOW PROGRAMME - QUARTER PAGE	8	\$250 ea
AIRSHOW PROGRAMME - EIGHTH PAGE	8	\$150 ea
FLYING SIGN WITH COMMENTARY	2 (1 per day)	\$6,500 ea
30s COMMENTARY LIVE READ	6 per day	\$250 ea

To book your advertisement, please contact the Marketing Manager before the 20th of March 2019.

Artwork Deadline is the 21st of March 2019. Payment will be required to confirm your booking.

SPONSORSHIP

If you are looking to increase your business's exposure at Hunter Valley Airshow, please inquire about our sponsorship packages. Packages include a wealth of signage & branding positions across the event, tickets, programme advertisements, live commentator reads and much more.



Andy McLennan
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HUNTER VALLEY AIRSHOW

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