

Chinese OVG Half Page – Fully Supplied Ad

When creating a half page brand ad, consider the space you have to use, and that you may like to consider tailoring your brand ad, to your target in-market visitors. They may be on a short or long visit to Melbourne and planning is key. Our visitors want to know what they can do, what they shouldn't miss, and what's on while they are here.

Many ticket sales to events, theatre, musicals and other performances are spontaneously purchased by in-market visitors. Feel free to be specific with what they can do at your attraction or experience, and if there are added experiences onsite, such as dining, bar or gift shops, this builds a cluster effect i.e. what else can I do while I am there? Should I plan for two hours, a half day or a full day? Can I have a meal while onsite?

AD SPECS

Size: 126 mm (wide) x 89.5 mm (high)

File Type: Translation required = Packaged InDesign File containing all links & fonts
Already translated = High resolution PDF

Bleed: No

Crop Marks: No

Note:

Maximum of **three businesses** from the same entity can be promoted within this ad

Text within any artwork supplied must already be translated into Simplified Mandarin, not Traditional Mandarin.

ARTWORK EXAMPLE

墨尔本
高档
精品购物

时尚 | 工艺 | 珠宝
美妆 | 书籍 | 特产

234 COLLINS ST, MELBOURNE
COLLINS234.COM.AU

PROOFING

When a proof is ready for review on the [OVhub](#), an email notification will be sent with a hyperlink to access the [OVhub](#). Clients are granted the opportunity to review their OVG print proof two times.

Note:

- Changes made beyond the second proof at the clients request will incur an additional fee of \$60 per proof.

- Screen representation for colour matching cannot be guaranteed and will depend solely upon the advertiser's computer hardware.
- Destination Melbourne will take no responsibility for dissatisfaction due to colour difference between proof and final printed product.