

HBIA Training & Salon Guide 2009

Magazine Specifications for Advertisements

A4 full page ad

210 x 297mm PLUS a 3-5mm bleed area each side

Half page horizontal ad

190 x 138mm - no bleed required

Half page vertical ad

95 x 277mm - no bleed required

Quarter page ad

95 x 138mm - no bleed required

All artwork must be supplied as one of the following: **PDF, EPS, Indesign CS2** with images and fonts included or **PSD (photoshop)** file or **AI (illustrator)** with fonts outlined and images included.

Crop marks to be included on all artwork.

A print out of the ad should be sent or faxed as well to ensure we are seeing the same thing on screen that you are.

All Imagery **MUST** be **at least 300dpi**, anything lower will not be accepted. We cannot print web-ready images (72 - 150dpi), they must conform to magazine print specifications.

All artwork should be set up in a **CMYK** colour format (RGB is a web colour system and not used in magazine printing).

Set black text to Overprint where possible to avoid registration issues.

If you have any queries creating your artwork please contact Kristy on (03) 8862 6521.



Photo courtesy of BIBA

HAIRDRESSING & BEAUTY INDUSTRY ASSOCIATION

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Hawthorn, Vic 3122

Telephone: (03) 8862 6521 Fax: 8862 6600

Email: info@hbia.net.au

www.hbia.com.au



HBIA Training & Salon Guide 2009

A parent often worries about their child's future

HBIA Training & Salon Guide 2009

The Guide offers the opportunity for Registered Training Organisations (RTO's) and Salon Operators to selectively **market and promote** to their specific market segment.

HBIA IS DOING THE HARD WORK FOR YOU!

The HBIA Training & Salon Guide 2009 will be extensively distributed throughout Victoria and Queensland to the Hairdressing and Beauty industry as well as the secondary school sector. This promotion will ensure that career options in the hairdressing and beauty industry will continue to be provided to those students evaluating which career path to embark upon.

The **HBIA Training & Salon Guide 2009** is published on an annual basis. As well as actively encouraging the hairdressing and beauty industries as viable career paths, the HBIA constantly strives to promote and enhance the vibrancy of these two dynamic industries.

We invite your organisation to be a part of the 2009 Guide - the eleventh successive edition!

A career at last!



The package consists of two options

Option One

- A4 colour advertisement plus
- 250 word editorial plus
- Comprehensive electronic version on HBIA website

\$1,850.00 + GST

Option Two

- A5 colour advertisement plus
- 250 word editorial plus
- Comprehensive electronic version on HBIA website

\$1,550.00 + GST

Advertisers have the opportunity to include a short editorial about their organization. This will be prepared by the advertiser and supplied with your artwork.

The advertising fee represents exceptional value for the scale of the promotion and the extensive distribution. Over 15,000 copies of the Guide will be distributed to hairdressing and beauty salons, secondary schools, and to major manufacturers and suppliers to our industry.

Please contact Kristy Nimmo on (03) 8862 6521 to discuss your involvement in the **HBIA Training & Salon Guide 2009**.

We look forward to hearing from you.

Yours sincerely,

S. Campitelli

Sandra Campitelli, General Manager
Hairdressing & Beauty Industry Association