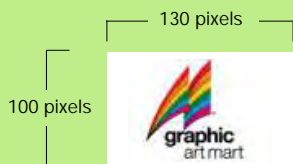




# Banner Ad Specification Sheet

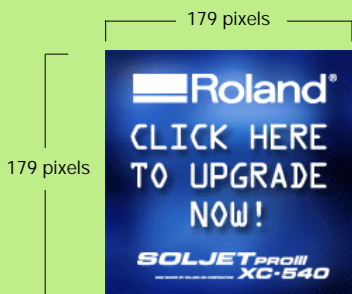
## Ad Type 1: VI eNews SPONSOR AD



Logo is to be supplied as a static image only (not animated) in the following formats JPEG or GIF on a white background to fit in a area of 130x100 pixels or 13x10mm at a minium of 300 DPI.

\*\*Logo can be supplied at any larger size, as long as image is in proportion.\*\*

## Ad Type 2: VI eNews SQUARE BANNER AD



Ad to be supplied in one of the following to formats ONLY:

1. Supplied as a static image (not animated) in JPEG or GIF format to fit an area of 179x179 pixels or 18x18mm at a minium of 300 DPI.

\*\*Ads can be supplied at any larger size, as long as image is in proportion.\*\*

2. Supplied as a animated GIF ONLY (SWF or flash files are not accepted) to fit an area of EXACTLY 179x179 pixels a minium of 300 DPI.

\*\*Animated ads MUST be supplied in exact format. Fees will apply for changes.\*\*

## Ad Type 3: VI eNews LANDSCAPE BANNER AD

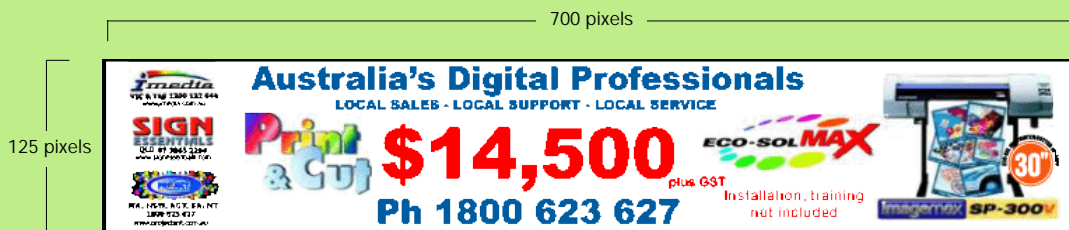
Ad to be supplied in one of the following to formats ONLY:

1. Supplied as a static image (not animated) in JPEG or GIF format to fit an area of 700x125 pixels or 70x12.5mm at a minium of 300 DPI.

\*\*Ads can be supplied at any larger size, as long as image is in proportion.\*\*

2. Supplied as a animated GIF ONLY (SWF or flash files are not accepted) to fit an area of EXACTLY 700x125 pixels a minium of 300 DPI.

\*\*Animated ads MUST be supplied in exact format. Fees will apply for changes.\*\*



## Ad Type 4: VISA WEB SITE SQUARE BANNER AD



Ad to be supplied in one of the following to formats ONLY:

1. Supplied as a static image (not animated) in JPEG or GIF format to fit an area of 250x250 pixels or 25x25mm at a minium of 300 DPI.

\*\*Ads can be supplied at any larger size, as long as image is in proportion.\*\*

2. Supplied as a animated GIF ONLY (SWF or flash files are not accepted) to fit an area of EXACTLY 250x250 pixels a minium of 300 DPI.

\*\*Animated ads MUST be supplied in exact format. Fees will apply for changes.\*\*

## Ad Type 5: VISA WEB SITE BUYERS GUIDE BANNER AD

Ad to be supplied in one of the following to formats ONLY:

1. Supplied as a static image (not animated) in JPEG or GIF format to fit an area of 800x220 pixels or 80x22mm at a minimum of 300 DPI.

\*\*Ads can be supplied at any larger size, as long as image is in proportion.\*\*

2. Supplied as a animated GIF ONLY (SWF or flash files are not accepted) to fit an area of EXACTLY 800x220 pixels a minimum of 300 DPI.

\*\*Animated ads MUST be supplied in exact format. Fees will apply for changes.\*\*



ad specs cont.

## REPRESENTATION OF AD'S ON VI WEEKLY eNews

The current version of the weekly VI eNews can be found at the VISA web site, go to [www.visa.org.au](http://www.visa.org.au) and click on "View our current VI eNews"



B VI eNews SQUARE BANNER AD



C VI eNews LANDSCAPE BANNER AD

A VI eNews SPONSOR AD

VI eNews

## REPRESENTATION OF AD'S ON VISA WEB SITE [visa.org.au](http://visa.org.au)

To view the current banners ads on the VISA website, go to [www.visa.org.au](http://www.visa.org.au) and click on either the buyer guide link or the exhibitions links to view the Ads below



D VISA WEB SITE SQUARE BANNER AD

Direct link to above Ad.  
[www.visa.org.au/WhoSupplieswhat.htm](http://www.visa.org.au/WhoSupplieswhat.htm)



E VISA WEB SITE BUYERS GUIDE BANNER AD

Direct link to above Ad.  
[www.visa.org.au/VIIEGoldCoastExhibition.htm](http://www.visa.org.au/VIIEGoldCoastExhibition.htm)

web site

# Order any Ad

If you are unable to supply an Ad in these exact formats, our editorial and production contractor, Control zone can develop the Ad for you.

## STEP 1 Nominate Ad Type

- 1. VI eNews SPONSOR AD
- 2. VI eNews SQUARE BANNER AD
- 3. VI eNews LANDSCAPE BANNER AD
- 4. VISA WEB SITE BUYERS GUIDE BANNER AD
- 5. VISA WEB SITE SQUARE BANNER AD

## STEP 2 Select Price of Ad

- Ad Type 1: VI eNews SPONSOR AD



Cost: \$80

You need to supply: Logo of your company supplied as a JPEG or GIF.

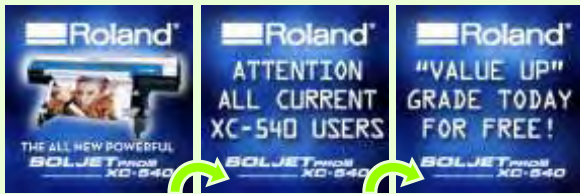
- Ad Type 2: VI eNews SQUARE BANNER AD (Static)



Static Cost: \$140

You need to supply: Logo of your company and any other images of products required supplied as a JPEG or GIF, along with supplied wording to be featured in Ad.

- Ad Type 2: VI eNews SQUARE BANNER AD (Animated 3 Frames)



Frame 1

Frame 2

Frame 3

Animated Cost: \$225

You need to supply for frame 1: Logo or any other images of products required supplied as a JPEG or GIF, along with supplied wording for frame.

You need to supply for frame 2: Logo or any other images of products required supplied as a JPEG or GIF, along with supplied wording for frame.

You need to supply for frame 3: Logo or any other images of products required supplied as a JPEG or GIF, along with supplied wording for frame.

- Ad Type 3: VI eNews LANDSCAPE BANNER AD (Static)



Static Cost: \$140

You need to supply: Logo of your company and any other images of products required supplied as a JPEG or GIF, along with supplied wording to be featured in Ad.

- Ad Type 3: VI eNews LANDSCAPE BANNER AD (Animated 3 Frames)

Frame 1



Frame 2



Frame 3



Animated Cost: \$225

You need to supply for frame 1: Logo or any other images of products required supplied as a JPEG or GIF, along with supplied wording for frame.

You need to supply for frame 2: Logo or any other images of products required supplied as a JPEG or GIF, along with supplied wording for frame.

You need to supply for frame 3: Logo or any other images of products required supplied as a JPEG or GIF, along with supplied wording for frame.

Ad Type 4: VISA WEB SITE SQUARE BANNER AD (Static)



Static Cost: \$140

You need to supply: Logo of your company and any other images of products required supplied as a JPEG or GIF, along with supplied wording to be featured in Ad.

Ad Type 4: VISA WEB SITE SQUARE BANNER AD (Animated 3 Frames)



Frame 1      Frame 2      Frame 3

Animated Cost: \$250

You need to supply for frame 1: Logo or any other images of products required supplied as a JPEG or GIF, along with supplied wording for frame.

You need to supply for frame 2: Logo or any other images of products required supplied as a JPEG or GIF, along with supplied wording for frame.

You need to supply for frame 3: Logo or any other images of products required supplied as a JPEG or GIF, along with supplied wording for frame.

Ad Type 5: VISA WEB SITE BUYERS GUIDE BANNER AD (Static)



Static Cost: \$140

You need to supply: Logo of your company and any other images of products required supplied as a JPEG or GIF, along with supplied wording to be featured in Ad.

Ad Type 5: VISA WEB SITE BUYERS GUIDE BANNER AD (Animated 3 Frames)



Frame 1

Frame 2

Frame 3

Animated Cost: \$250

You need to supply for frame 1: Logo or any other images of products required supplied as a JPEG or GIF, along with supplied wording for frame.

You need to supply for frame 2: Logo or any other images of products required supplied as a JPEG or GIF, along with supplied wording for frame.

You need to supply for frame 3: Logo or any other images of products required supplied as a JPEG or GIF, along with supplied wording for frame.

**STEP 3** Fill in details and fax this page to +61 2 9774 3255 or post to ControlZone PO Box 435 Moorebank NSW 1875 Australia

TOTAL Value \$ .....

Company .....	Telephone (    ) .....
Street Address .....	Facsimile (    ) .....
.....	Direct Phone .....
City .....	State .....
Country .....	Post Code .....
.....	Contact .....
.....	Email: .....

CHARGE MY CREDIT CARD:  Mastercard  Visacard

Card No.: ..... Expiry Date: ..... / .....

Signature: ..... Cardholder's Name: .....

**DIRECT DEPOSIT:**  
Control Zone

BSB: 062 322  
Account: 10 203095

**4/4**