

GBCA Advertisement Specifications

GBCA Website

Size (pixels): 195 (W) x 130 (H)
File type: jpg
Max file size: 20kb

Size (pixels): 300 (W) x 150 (H)
File type: jpg
Max file size: 20kb

E-Newsletter Banner

Size (pixels): 200 (W) x 100 (H)
File type: jpg
Max file size: 20kb

Technical Manual

	Double Page	Full Page
Size (mm):	420 (W) x 297 (H)	210 (W) x 297 (H)
File type:	High-resolution PDF	High-resolution PDF

Page Requirements:

- All ads must be supplied as Hi-res print ready PDFs.
- When sending a DPS (Double Page Spread) ad, the PDF should be created as 2 single pages (NOT a double page spread).

File Format:

- Please note that full page and double page PDFs must include bleed and crop/registration marks.
- Please note that ALL Artwork must be supplied with a Hi-res colour proof with registration marks at 100%.
- Image resolution required is 300 dpi
- Saved as CMYK or Grayscale (no RGB or pantone).
- All spot colours must be unchecked in Acrobat.
- Avoid running type across the gutter on double page spreads.
- Please ensure PDFs are print ready as we will not accept responsibility for material supplied incorrectly.
- All files must be supplied with hyperlink to be linked to the image. Full web addresses must be provided.
- No caption or text can be added to your advertisement by the GBCA.
- No flash banners can be accepted

Terms and conditions:

- The GBCA may at its absolute discretion refuse to publish any advertisement without giving any reason. In case of refusal, no charge to Advertiser shall be incurred.
- The positioning or placement of an advertisement is at the discretion of the GBCA except where expressly agreed in writing by the GBCA.
- The GBCA reserves the right to vary the placement and/or format of advertisements across the web site. The GBCA will endeavour to notify the Advertiser of any such changes. The GBCA will not be liable for any costs, expenses, losses or damages suffered or incurred by an Advertiser arising from the GBCA's failure to publish an advertisement in accordance with Advertiser's request.
- All advertising artwork and accompanying information must be received 5 working days prior to publication.
- If advertising artwork and accompanying information is received after the relevant date and results in a campaign being delayed, the publication of the advertisement will be considered to have commenced as of the date on the insertion order.
- All click-through URL's must enable the browser's back feature to allow users to return to the GBCA's website.
- Full payment must be made 5 working days prior to the advertisement being published. Advertisement will not be published unless full payment has been received.
- Cancellation of any advertisement or campaign must be received in writing no later than 10 working days prior to the commencement of a campaign in order to receive a 100% refund. Any cancellations made after this time will be subject to a minimum cancellation fee of 100% of the total cost of the advertisement. Campaigns cancelled at the request of the Advertiser after the campaign has commenced will not be entitled to a refund of any unused portion of the campaign.

Contact

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