



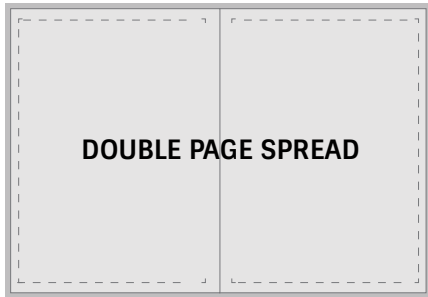
**HEAVY VEHICLE  
INDUSTRY AUSTRALIA**

The Brisbane Truck Show is proudly presented by HVIA  
for and on behalf of our members and their customers



## BTS23 OFFICIAL PROGRAM SPECIFICATIONS

ADVERTISING



**DOUBLE PAGE SPREAD**

**TRIM**

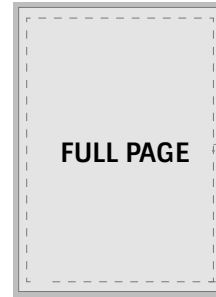
W: 420mm  
H: 297mm

**TYPE**

W: 190mm (ea)  
H: 277mm

**BLEED**

W: 430mm  
H: 307mm



**FULL PAGE**

**TRIM**

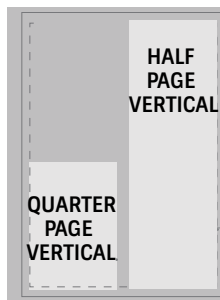
W: 210mm  
H: 297mm

**TYPE**

W: 190mm  
H: 277mm

**BLEED**

W: 220mm  
H: 307mm



**HALF PAGE  
VERTICAL**

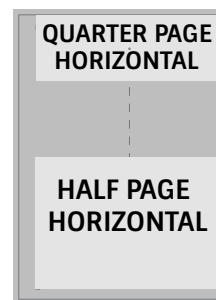
**TYPE**

W: 120mm  
H: 276mm

**QUARTER  
PAGE  
VERTICAL**

**TYPE**

W: 92mm  
H: 133mm



**QUARTER PAGE  
HORIZONTAL**

**TYPE**

W: 190mm  
H: 66mm

**HALF PAGE  
HORIZONTAL**

**TYPE**

W: 190mm  
H: 133mm

EDITORIAL

### EDITORIAL TO BE SUPPLIED BY EXHIBITOR

Quarter-page editorial: 100 words + 1 high-res image

Half-page editorial: 200 words + 2 high-res images

Full-page editorial: 400 words + 3 high-res images

Double-page editorial: 800 words + 4 high-resolution images

DEADLINE

### OFFICIAL SHOW PROGRAM

#### BOOKING & MATERIAL DEADLINE

Friday 31 March 2023

CONTACTS

### CONTACT DETAILS

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**THURSDAY 18 - SUNDAY 21 MAY 2023**  
**BRISBANE CONVENTION & EXHIBITION CENTRE**