

ADVERTISING APPLICATION

Print Products: Official Convention Show Guide Magazine. Digital Products: Website ads, Preconvention Newsletter eBlast, exclusive eBlast. Other Products: Delegate Tote Bag Insert. Early-bird BONUS offers: 1) Exhibitors and Platinum/Gold level sponsors receive a 10% discount on Show Guide print ads booked by December 29, 2017. Discounts do not apply to digital products; 2) Book a half page or larger print ad in the Show Guide by December 29 and receive: a FREE delegate tote bag single insert, a \$750 value as well as 10% off an exclusive eBlast.
THIS FORM CAN BE FILLED OUT ON A COMPUTER USING ADOBE ACROBAT.

| | | | |
|---|------------|-----------------|-------------------|
| COMPANY NAME | | | |
| NAME | | | |
| ADDRESS | | | |
| CITY | PROV/STATE | POSTAL CODE/ZIP | DAYTIME TELEPHONE |
| EMAIL | | | WEBSITE |
| <input type="checkbox"/> Yes, I give permission for OFVC to communicate advertising and convention related information via email. | | | |

Print Products (all Convention Show Guide Magazine ads are 4-colour):

| | | | |
|--------------------------|--------------------|---|---------|
| <input type="checkbox"/> | Outside Back Cover | 8.125" w x 10.875" h | \$1,925 |
| <input type="checkbox"/> | Inside Front Cover | 8.125" w x 10.875" h | \$1,770 |
| <input type="checkbox"/> | Inside Back Cover | 8.125" w x 10.875" h | \$1,770 |
| <input type="checkbox"/> | Full Page | 8.125" w x 10.875" h | \$1,770 |
| <input type="checkbox"/> | Half Page | 7" w x 4.7" h (horizontal) 3.4375" w x 9.5" h (vertical) | \$960 |
| <input type="checkbox"/> | Quarter Page | 3.4375" w x 4.7" h | \$575 |
| <input type="checkbox"/> | Eighth Page | 3.4375" w x 2" h | \$325 |

Digital and Other Products (website ads minimum 2 weeks, available Dec. 1, 2017 to Feb. 28, 2018; Pre-convention package distributed electronically in early January; e-Blast template includes subject line, headline, 150-200 words, 1 image (600 pixels w x 375 pixels h), unlimited links; Tote Bag Insert materials must be supplied to OFVC no later than Feb. 1, 2018):

| | | | |
|--------------------------|---|--|------------|
| <input type="checkbox"/> | Website Ad Large Rectangle | 300 x 600 pixels | \$135/week |
| <input type="checkbox"/> | Website Ad Medium Rectangle | 300 x 250 pixels | \$100/week |
| <input type="checkbox"/> | Pre-convention Info eBlast (logo top of newsletter) | 200 x 200 pixels | \$475 |
| <input type="checkbox"/> | E-Blasts | <input type="checkbox"/> Jan 12 <input type="checkbox"/> Jan 26 <input type="checkbox"/> Feb 2 <input type="checkbox"/> Feb 9 | \$1,275 |
| <input type="checkbox"/> | Tote Bag Insert – Single | up to 8.5" x 11" | \$750 |
| <input type="checkbox"/> | Tote Bag Insert – Multiple/Catalogue | up to 8.5" x 11" | \$1,475 |

Payment Terms: An Insertion Order and Invoice will be issued via email upon receipt of this completed form. All rates are net and subject to HST. Payment is due on or before January 31, 2018. The publisher reserves the right to refuse advertising deemed unacceptable. No space cancellations accepted after January 15, 2018.

| | |
|------|-----------|
| NAME | SIGNATURE |
|------|-----------|

Advertising Questions? Steve Watt | Bright Light Communications | steve@ofvc.ca | 416.588.3390

Return form via Email/Fax/Mail to:

Ontario Fruit & Vegetable Convention | 104-155 Main St. E., Suite 135 | Grimsby, ON | L3M 1P2
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