

The logo for the Ontario Fruit & Vegetable Convention (ofvc) is displayed on a white card with a green border, hanging from a blue clip. The text 'ofvc' is in a blue, lowercase, sans-serif font with a green leaf icon above the 'v'.

CANADA'S PREMIER
HORTICULTURAL EVENT

The main title of the event is centered on a white card. '2018 ONTARIO' is in green, 'FRUIT & VEGETABLE' is in large blue serif font, and 'CONVENTION' is in green. A circular badge to the right says '16 YEARS STRONG!' in white on a blue background. The card is surrounded by various fresh produce like corn, mushrooms, tomatoes, and asparagus.

FEBRUARY 21-22, 2018
SCOTIABANK CONVENTION CENTRE
NIAGARA FALLS, ONTARIO

A circular logo with a green background and white text that reads 'FOOD FOR THOUGHT!'.

MEDIA KIT 2018

www.ofvc.ca
@ofvc1

OFVC ADVERTISING OPPORTUNITIES

ADVERTISING OPPORTUNITIES

The Ontario Fruit and Vegetable Convention is an annual gathering of horticultural crop producers involved in the production of fruits and vegetables from across Ontario. Advertising opportunities include the official Convention Show Guide Magazine, website advertising and digital products such as pre-convention package, exclusive e-blasts and delegate bag inserts.



VIEW THE DIGITAL VERSION OF THE 2017 SHOW GUIDE AT OFVC.CA

BONUS DISCOUNTS! BOOK EARLY & SAVE

- 1) Exhibitors and Platinum and Gold level sponsors receive a 10% discount on advertising if Show Guide ad booked before December 30, 2017. Discounts do not apply to digital and insert products. All prices are net.
- 2) Book a half page space or larger print ad by December 30, 2017 and receive:
 - A) a free tote bag literature insert (single page \$750 value) distributed to all attendees;
 - B) Receive 10% off exclusive eBlast.



PRINT PRODUCTS

The Official OFVC Show Guide Magazine (4-colour)

Outside Back Cover	8.125" w x 10.875" h	\$1,925
Inside Front Cover	8.125" w x 10.875" h	\$1,770
Inside Back Cover	8.125" w x 10.875" h	\$1,770
Full Page	8.125" w x 10.875" h	\$1,475
Half Page	horizontal 7.5" w x 4.875" h vertical 3.4375" w x 9.875" h	\$960
Quarter Page	3.4375" w x 4.875" h	\$575
Eighth Page - Business Card	3.4375" w x 2" h	\$325

DIGITAL PRODUCTS

Website Advertising

large rectangle	300 x 600 pixels	\$150/week*
medium rectangle	300 x 250 pixels	\$125/week*

*2 week minimum.

Pre-Convention Info Package

Convention information eNewsletter emailed to the OFVC database early January 2018.

Premium position logo at top of Newsletter with link	200 x 200 pixels	\$475
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Exclusive E-blast

Custom opportunity to send directly to the OFVC database. Includes subject line, headline, 150-200 words, 1 image (600 pixels w x 375 pixels h), unlimited links. Available dates January 12, 26 and February 2, 9. Cost per blast \$1,275.

E-blast	Jan 12 Jan 26 Feb 2 Feb 9	\$1,275
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OTHER PRODUCTS

Delegate Bag Insert

Company supplies a print piece to be included in the Delegate Tote bag distributed at Registration. Each sponsoring company is responsible for duplicating and shipping materials in time to be inserted. All materials must be supplied to OFVC no later than February 1, 2018.

Single piece	up to 8.5" w x 11" h	\$750
Multi-page/Catalogue	max 8.5" w x 11" h	\$1,475

MAGAZINE TRIM SIZE
8.125"w x 10.875"h
(PLUS 0.125 BLEED)

HALF HORZ.
7"w x 4.7"h

HALF VERT
3.4375"w x 9.5"h

QUARTER
3.4375"w x 4.7"h

EIGHTH
3.4375"w x 2"h

WEB AD SIZES

SKYSCRAPER
RECTANGLE
300 x 600 pixels

MEDIUM
RECTANGLE
300 x 250 pixels

KEY DATES

- 1) Pre-Convention Info Package Space closes December 8, 2017
- 2) Show Guide
Space closes: January 5, 2018
Ads due: January 12, 2018
- 3) Exclusive E-Blasts
Due 5 business days prior to send.
- 4) Website Ads
Due 5 business days prior to posting.



OFVC ADVERTISING OPPORTUNITIES

SHOW GUIDE MAGAZINE REQUIREMENTS

- Printed page size is 8.125" x 10.875"
- Full Page Ad non-bleed size is 7"w x 9.5"h
- Bleed available ONLY for Full page ads; Minimum of 1/8" beyond trim; Ensure crop marks are NOT in the bleed area.
- Press-ready, high-resolution Acrobat pdf preferred; Identify advertiser name in filename.
- Acceptable file formats include InDesign, Illustrator, Photoshop, QuarkXpress. Photos minimum 300 dpi and converted to CMYK. RGB and other colour formats will be converted to CMYK, and colour accuracy cannot be guaranteed. **Word files and Publisher files are not acceptable.**

Submitting Artwork

- Email final files if under 10 megs to steve@ofvc.ca or supply via FTP upload utility such as Fetch. When sending files via e-mail or ftp, please use StuffIt or WinZip to minimize file sizes and ensure efficient transmission. Please contact us for FTP information.

WEB FILE REQUIREMENTS

- Supply as gif or jpg (RGB, 72 dpi) to actual pixels of ad size with an approximate size of 100 kb.

CUSTOM E-BLAST REQUIREMENTS

- Template created by OFVC based on the following: Subject line: 50 characters max. Headline: 8-12 words max.; Word count: 150-200 words with unlimited links; Image 600 pixels wide x 375 pixels h at 72 dpi; Maximum file size 40 KB; Accepted formats: .GIF, .JPG, .PNG
- Material due 1 week before send date.
- Proof will be provided for approval.

DELEGATE TOTE BAG REQUIREMENTS

- Company supplies a print piece (1,500) to be included in the Delegate Tote bag distributed at Registration.
- Each company is responsible for duplicating and shipping materials in time to be inserted.
- All materials subject to approval.
- All materials must be shipped no later than February 1, 2018 to:
OFVC Inserts
c/o Ridgeview Garden Centre
5699 King St. West,
Beamsville, ON L0R 1B3

PAYMENT TERMS

- All rates are net. Payment is due on or before January 31, 2018. Interest will be charged at 2% per month on any overdue amounts. The publisher reserves the right to refuse advertising deemed unacceptable. No space cancellations accepted after January 15, 2018. All charges are subject to HST. Methods of payment are Visa, MasterCard or cheque. Please make cheques payable to OFVC Inc.

CREATIVE SERVICES

- Advertising creative services are available. Please contact us for an estimate.

BOOK YOUR SPACE TODAY!

Advertising Inquiries
STEVE WATT
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steve@ofvc.ca

The OFVC Show Guide is published by:
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