



CANADA'S PREMIER
HORTICULTURAL EVENT

2019 ONTARIO FRUIT AND VEGETABLE CONVENTION

FEBRUARY 20–21, 2019

Scotiabank Convention Centre,
Niagara Falls, Ontario



MEDIA KIT 2019

ofvc.ca

   #ofvc2019



OFVC 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.

PRINT PRODUCTS

The Official OFVC Show Guide Magazine
2,000 distributed at main entrance to trade show to all attendees (no charge for 4-colour upgrade).

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	\$985
Quarter Page	3.4375" w x 4.875" h	\$575
Eighth Page - Business Card	3.4375" w x 2" h	\$350

DIGITAL PRODUCTS

Website Advertising

*2 week minimum. Ad will rotate with a maximum of 3 other advertisers.

leaderboard	728 x 90 pixels	\$500/week
medium rectangle	300 x 250 pixels	\$150/week*

Pre-Convention Promotional eBlast

Primary convention digital promotional brochure emailed to our database of over 3,500 contacts including current and past attendees in early January.

Full Page	8" w x 10.5" h	\$750
Half Page	horizontal 8" w x 5" h vertical 4" w x 10.5" h	\$500
Quarter Page	8" w x 2.75" h	\$350

Exclusive E-blast

Custom opportunity to send directly to the OFVC database (approx. 3500 contacts). Includes subject line, headline, 150-200 words, 1 image (600 pixels w x 375 pixels h), unlimited links. Available dates January 25 and February 1, 8. Three available. Cost per blast \$1,275.

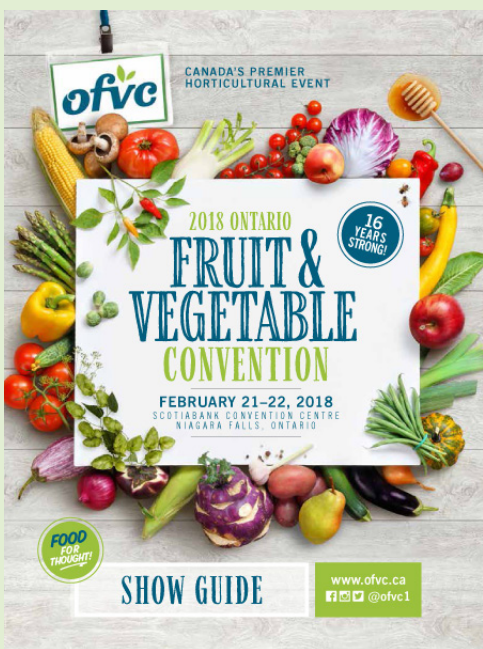
E-blast	Jan 25 Feb 1 Feb 8	\$1,275
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OTHER PRODUCTS

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, 2019.

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



VIEW THE DIGITAL VERSION OF THE 2018 SHOW GUIDE AT OFVC.CA

BONUS DISCOUNTS! BOOK EARLY & SAVE

- 1) Exhibitors and Platinum and Gold sponsors receive a 10% discount on Show Guide advertising if booked before December 28, 2018. Discounts do not apply to Eighth page ads, digital ads and insert products. All prices are net.
- 2) Book a half page space or larger print ad by December 28, 2018 and receive:
 - A) a free tote bag literature insert (single page \$750 value) distributed to all attendees;
 - B) Receive 25% off Leaderboard web ad.

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

LEADERBOARD
728 x 90 pixels

MEDIUM
RECTANGLE
300 x 250 pixels

BOOK YOUR SPACE TODAY!

Advertising Inquiries
STEVE WATT
416-588-3390
steve@ofvc.ca

The OFVC Show Guide is published by:
BRIGHT LIGHT COMMUNICATIONS
BrightLightCommunications.com

SHOW GUIDE MAGAZINE REQUIREMENTS

- Printed page size is 8.125" x 10.875"; safe type size 7.75" x 10.25".
- 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.**
- 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

- Created by OFVC utilizing a Constant Contact template including 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 the main trade show entrance.
- Each company is responsible for duplicating and shipping materials in time to be inserted.
- All materials subject to approval.
- All materials must be received no later than February 1, 2019 at:
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, 2019. 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, 2019. All charges are subject to HST. Methods of payment are Visa, MasterCard or cheque. Please make cheques payable to OFVC Inc.

KEY DATES

- 1) Pre-Convention Info Package Space closes
December 1, 2018
- 2) Show Guide
Space closes: January 4, 2019
Ads due: January 11, 2019
- 3) Exclusive E-Blasts
Due 5 business days prior to send.
- 4) Website Ads
Due 5 business days prior to posting.

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