

# 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	\$975
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	\$400/week
medium rectangle	300 x 250 pixels	\$150/week*

### Pre-Convention Highlights brochure

Primary convention digital promotional brochure emailed to our database of approx. 3000 contacts including current and past attendees in early January.

Full Page	8" w x 10.5" h	\$700
Half Page	horizontal 8" w x 5" h vertical 4" w x 10.5" h	\$450
Quarter Page	8" w x 2.75" h	\$325

### Exclusive E-blast

Custom opportunity to send directly to the OFVC database (approx. 3000 contacts). Includes subject line, headline, 150-200 words, 1 image (600 pixels w x 375 pixels h), unlimited links. Three dates available. Cost per blast is \$1,275.

E-blast	Jan 24   Jan 31   Feb 7	\$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 the main entrance. 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 January 31, 2020.

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 2019 SHOW GUIDE AT OFVC.CA

## BONUS DISCOUNTS ON PRINT ADS BOOKED BY DEC. 30, 2019

- 1) Exhibitors, Platinum and Gold sponsors receive a 10% discount on Show Guide print advertising. Discounts do not apply to Eighth page ads. All prices are net.
- 2) Book a half page space or larger and receive a FREE tote bag literature insert (\$750 value) distributed to all attendees.
- 3) Book a full page ad and receive a FREE full page ad space in the digital Pre-convention Highlights brochure (\$700 value).

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**  
steve@ofvc.ca | 416-588-3390

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 via Wettransfer.com\* for larger files. When sending files, please use Stuffit or WinZip to minimize file sizes and ensure efficient transmission. \* Wettransfer.com is a free transfer service.

## 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 January 31, 2020. Shipping location will be provided in early January.

## PAYMENT TERMS

- All rates are net. Payment is due on or before January 31, 2020. 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, 2020. All charges are subject to HST. Methods of payment are Visa, MasterCard, eTransfer or cheque. Please make cheques payable to OFVC Inc.

## KEY DATES

- 1) Pre-Convention Highlights brochure  
Space closes: December 2, 2019  
Ads due: December 9, 2019
- 2) Show Guide  
Space closes: January 3, 2020  
Ads due: January 10, 2020
- 3) Exclusive E-Blasts  
Due 5 business days prior to send.
- 4) Website Ads  
Due 5 business days prior to posting.

CANADA'S PREMIER HORTICULTURAL EVENT

