

# ADVERTISING & MARKETING OPPORTUNITIES

OFVC offers a variety of print, digital and other marketing opportunities targeted to attendees as well as our comprehensive database. All prices are net plus HST.

## Official Show Guide Ads

Print and digital versions; no charge upgrade to 4-colour. Booking deadline December 15; materials due January 5, 2024.

Inside Covers (Front and Back)	8.125" x 10.875"	\$1,575
Full Page	8.125" x 10.875"	\$1,250
Half Page	h 7" x 4.7" v 3.4375" x 9.5"	\$850
Quarter Page	3.4375" x 4.7"	\$600
Business Card	3.4375" x 2"	\$450

## Website Ads

Ad space available December 1, 2023 – February 28, 2024.

Leaderboard on Home Page	728 px x 90 px	\$600/2 weeks
Medium Rectangle	300 px x 250 px	\$400/2 weeks

## Pre-convention Highlights Digital Brochure Ads

Booking deadline November 24; materials due December 1.

Full Page	8" x 10.5"	\$700
Half Page	h 8" x 5" v 4" x 10.5"	\$400

## Exclusive eBlasts

Custom opportunity to send directly to the OFVC database (2,500+ subscribers). Includes subject line, headline, 150–200 words, 1 image (600 pixels w x 375 pixels h), unlimited links.

eBlast	January 29	\$1,100
eBlast	February 5	\$1,100
eBlast	February 12	\$1,100

## Convention Tote Bag Insert

Place your custom flyer or promotional item into each convention tote bag distributed to all attendees at the trade show entrance. Flyers can be up to 8.5" x 11", double-sided. Company produces inserts and ships to OFVC warehouse. All materials must be supplied by January 31, 2024.

Single	up to 8.5" x 11"	\$800
Catalogue	max size 8.5" x 11"	\$1,000

## Advertising Package Deal \$3,000

This package is the perfect mix of advertising opportunities before and during the convention including the following items: Full Page Ad in the Show Guide (valued at \$1,250); Exclusive eBlast (valued at \$1,100); Website Medium Rectangle ad (2 weeks valued at \$600); Tote bag insert (valued at \$800). Please note that this package is sold as is – NO substitutions allowed.



## BONUS OFFERS

- Receive a FREE convention bag literature insert (\$800 value) distributed to all attendees when booking a full or half page print ad by December 15.

- Receive a FREE digital full page ad in the Pre-Convention highlights brochure (\$700 value) when booking a full page print ad before November 17.

# ADVERTISING SPECIFICATIONS

## Show Guide Requirements

- Printed page size is 8" x 10.875"; full page with bleed 8.25" x 11.125".
- Bleed available ONLY for Full page ads; Ensure crop marks are NOT in the bleed area.
- Press-ready, high-resolution Acrobat pdf preferred; Identify advertiser name in filename.
- 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](mailto:steve@ofvc.ca) or via [Wetransfer.com](https://www.wetransfer.com)\* for larger files. When sending files, please use Stuffit or WinZip to minimize file sizes and ensure efficient transmission.

\* Wetransfer.com is a free and safe transfer service.

**AD SPACE CLOSES DECEMBER 15, 2023 | AD FILE DEADLINE JANUARY 5, 2024**

## Web Ad Requirements

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

**AD FILE DUE 5 BUSINESS DAYS BEFORE START DATE**

## Custom Eblast 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.

Note: OFVC name and address information will appear in the footer area of all eBlasts.

**MATERIALS DUE 5 BUSINESS DAYS BEFORE RELEASE DATE**

## Convention Tote Bag Requirements

- Company supplies a print piece (1,500) to be included in the Convention Tote bag distributed at the main trade show entrance.
- Each company is responsible for duplicating and shipping materials to be inserted.
- All materials subject to approval.
- All materials must be received no later than January 31, 2024.
- Ship materials to:  
Redtrac International  
2695 Regional Road 24 South,  
Vineland, ON L0R 2C0  
Attn: Ross Parker – OFVC 905-562-4136

**MATERIALS DUE JANUARY 31, 2024**

## Payment Terms

All rates are net. Payment is due upon receipt of invoice. 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 5, 2024. All charges are subject to HST. Methods of payment are Visa, MasterCard, eTransfer or cheque. Please make cheques payable to OFVC Inc.

MAGAZINE TRIM SIZE 8"w x 10.875"h (BLEED SIZE: 8.25"w x 11.125"h)
FULL PAGE 7"w x 4.7"h
HALF PAGE HORZ. 7"w x 4.7"h
HALF PAGE VERT. 3.4375"w x 9.5"h
QUARTER PAGE 3.4375"w x 4.7"h
BUSINESS CARD 3.4375"w x 2"h

LEADERBOARD 728 x 90 pixels
MEDIUM RECTANGLE 300 x 250 pixels



**Advertising Inquiries**  
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