

OFVC ADVERTISING SPECIFICATIONS

Show Guide Requirements

- Printed page size is 8.125" x 10.625"; full page with bleed 8.375" x 10.875, Live area 7.125" x 9.625".
- 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 15 megs to 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 11, 2024 | AD FILE DEADLINE DECEMBER 30, 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

Custon 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

Social Media Advertising

- Two Facebook and Instagram posts prior to convention; includes photo, web site link (Facebook only) and text (50 words max; all materials to be supplied by advertiser).

MATERIALS DUE 5 BUSINESS DAYS BEFORE RELEASE DATE

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 3, 2025. 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 8.125"w x 10.625"h (BLEED SIZE: 8.375"w x 10.875"h)
FULL PAGE 8.125"w x 10.625"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
LARGE SKYSCRAPER 300 x 600 pixels



Advertising Inquiries
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