



VIEW THE DIGITAL VERSION OF THE 2020 SHOW GUIDE AT OFVC.CA

BONUS OFFERS

- 1) Receive a FREE delegate bag literature insert (\$800 value) distributed to all attendees when booking a full or half page print ad **before December 15**.
- 2) Receive a FREE digital full page ad in the Pre-Convention highlights brochure (\$800 value) when booking a full page print ad **by November 15**.



OFVC 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. See next page for specifications and requirements.

OFFICIAL SHOW GUIDE ADS

Print and digital versions; no charge upgrade to 4-colour. Booking deadline December 15; materials due January 5, 2022; distributed at main entrance to trade show to all attendees.

Inside Covers (front & back)	8.125" w x 10.875" h	\$1,700
Full Page	8.125" w x 10.875" h	\$1,400
Half Page	h > 7.5" w x 4.875" h v > 3.4375" w x 9.875" h	\$900
Quarter Page	3.4375" w x 4.7" h	\$525
Business Card	3.4375" w x 2" h	\$450

WEBSITE ADS

Ad space available December 1, 2021 - February 28, 2022; 2 week minimum; ad placement on home page.

leaderboard	728 x 90 pixels	\$600/2 weeks
medium rectangle	300 x 250 pixels	\$300/2 weeks

PRE-CONVENTION HIGHLIGHTS BROCHURE

Pre-convention digital promotional brochure emailed to our database of approx. 3000 contacts including current and past attendees in early January; Booking deadline November 15; materials due December 1.

Full Page	8" w x 10.5" h	\$800
Half Page	h > 8" w x 5" h v > 4" w x 10.5" h	\$500
Quarter Page	8" w x 2.75" h	\$350

EXCLUSIVE eBLAST

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

E-blast	Jan 31 Feb 7 Feb 14	\$1,275
---------	-------------------------	---------

DELEGATE TOTE BAG INSERT

Supply a print piece to be included in the Delegate Tote bag distributed at the main entrance. Each participating company is responsible for duplicating and shipping materials (1500 pieces) to be inserted. All materials must be supplied to OFVC no later than January 30, 2022.

Single piece	up to 8.5" w x 11" h	\$800
Multi-page/Catalogue	max 8.5" w x 11" h	\$1,200

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

HALF HORZ.

HALF VERT
3.4375" w x

QUARTER
3.4375" w x

EIGHTH
3.4375" w

LEADERBOARD

MEDIUM
RECTANGLE

IMAGE

HEADLINE

COPY

BOOK 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.
 - 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.

AD SPACE CLOSES DECEMBER 30 | AD FILE DEADLINE JANUARY 5, 2022

WEB FILE 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 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.

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

MATERIALS DUE 5 BUSINESS DAYS BEFORE RELEASE DATE

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 to be inserted.
- All materials subject to approval.
- All materials must be received no later than January 30, 2022. Shipping location will be provided in early January.

MATERIALS DUE JANUARY 30, 2022 AT OFVC MAIL HOUSE (ADDRESS TBD)

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, 2022. All charges are subject to HST. Methods of payment are Visa, MasterCard, eTransfer or cheque. Please make cheques payable to OFVC Inc.