



# 2018 ADVERTISING OPPORTUNITIES

**YOUR Canadian Dairy Showcase!**  
APRIL 4-5, 2018

## CDX OFFICIAL PROGRAM

- 10,000+ distributed to all dairy producers across Canada, 6 weeks prior to CDX
- Inserted into March issue of the Milk Producer, and handed out at admission gates
- \* ALL ADVERTISERS GET:** Free colour logo in Exhibitor Directory, Free CDX tickets

- PREMIUM PAGE\*** 8.5"(W) x 5.5"(H) **\$ 2,500**  
(ISF, P 3, ISB, Back Cover)  
6 FREE tickets (\$150 value)
- FULL PAGE\*** 8.5"(W) x 5.5"(H) **\$ 1,700**  
4 FREE tickets (\$100 value)
- 1/2 PAGE\*** 4.25"(W) x 5.5"(H) **\$ 950**  
2 FREE tickets (\$50 value)
- BUSINESS DIRECTORY** 3.5"(W) x 2"(H) **\$ 250**  
FREE colour logo
- COLOUR LOGO NEXT TO COMPANY NAME IN EXHIBITOR DIRECTORY** **\$ 100**

## CDX WEBSITE

Advertise your products and services to a targeted dairy audience!

- COLOUR LOGO ON INTERACTIVE MAP** **\$ 200**
  - Search by company name, product type, key word or by tradeshow hall to find exhibitors
  - Colour logo will appear next to your company name on the drop down menu when searched
  - Once your company name is selected your exact location will appear on the exhibitor tradeshow hall layout with your logo on your exhibit location
- CORPORATE VIDEO OR WEB BANNER** **\$ 350 per mo.**
  - links to your website
  - cross promoted on social media channels (Facebook & Twitter)
  - (min. 3 months) (300px x 250px), 45 - 60 sec.

## PREMIUM OPPORTUNITIES



**LOOKING FOR NEW STAFF?** **\$ 0**  
**CDX HAS LAUNCHED THE RESUME BLITZ FOR 2018**  
**AVAILABLE TO ALL EXHIBITORS AT NO COST!**

- Promoted to College & University seniors and graduate students from dairy and agriculture programs . Students will be onsite Thursday April 5th from 9am - 11am to drop off resumes at your exhibit.  
By participating in the resume blitz program, you will get the following:
  1. Signage at your exhibit indicating that you are participating in the resume blitz
  2. Bolded company name in exhibitor directory
  3. A chance to meet one-on-one with motivated dairy youth looking to secure employment

- PREMIUM PACKAGE** ~~\$ 2,350~~ = **\$ 1,500**
  - ✓ Half Page ad in CDX Official Program (\$950 value)
  - ✓ Corporate video/Web Banner (3 mon. min) (\$1,050 value)
  - ✓ Logo on interactive map (\$200 value)
  - ✓ Colour logo next to company name in exhibitor directory (\$100 value)
  - ✓ 10 mentions on CDX social media channels (Facebook and twitter)
  - ✓ 2 free tickets (\$50 value)

- LOGO BONUS PACKAGE** ~~\$ 300~~ = **\$ 200**
  - ✓ Logo on interactive map (\$200 value)
  - ✓ Colour logo next to company name in exhibitor directory (\$100 value)

## PAYMENT INFORMATION

### PRE-PAYMENT ONLY

Company Name: \_\_\_\_\_ Company Contact: \_\_\_\_\_

Sub-Total: \_\_\_\_\_ + HST (13%): \_\_\_\_\_ = TOTAL: \_\_\_\_\_

PAYMENT OPTIONS (Circle One):  VISA  MasterCard  CHQ \*Cheques made payable to Canadian Dairy XPO  
\* 2% Service Charge applied to subtotal processed on a credit card

CC # \_\_\_\_\_ Expiry (mm/yy) \_\_\_\_\_ CVD \_\_\_\_\_ Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

## ART SUBMISSION & DEADLINES

**ALL ADS MUST BE APPROVED BY CDX MANAGEMENT. ALL ADS ARE FULL COLOUR.**  
**CORPORATE VIDEO:** ad dimensions 300 X 250 pixels. Video length 45 secs to 1 min. File type is MPEG format. Pre-payment only.  
**CDX OFFICIAL PROGRAM: Booking Deadline - November 24 2017. Art Submission Deadline - December 15, 2017**  
Files are to be submitted as HIGH RESOLUTION (300DPI) TIFF/JPG. Please include minimum bleed & trim marks of 0.25". Pre-payment only. Design assistance is available and will be billed at \$30/hour. Ads must meet these specifications or charges will apply at \$30/hr.  
Art Submission: All files under 8MB can be emailed to donna@dairyxpo.ca, larger than 8MB call 519-838- 0117 ext. 704 for submission details.

EMAIL this form to [programming@dairyxpo.ca](mailto:programming@dairyxpo.ca) or FAX this form to 519-821-4266 or CALL 519.838.0117 Ext. 703 to give payment information