



YOUR Canadian Dairy Showcase!
APRIL 1-2, 2020

2020 ADVERTISING OPPORTUNITIES

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

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|---|--|
| <input type="checkbox"/> PREMIUM PAGE 8.5"(W) x 5.5"(H) (ISF, P 3, ISB, Back Cover) \$ 2,500 | <input type="checkbox"/> 1/4 PAGE 4.25"(W) x 2.75"(H) \$ 600 |
| <input type="checkbox"/> FULL PAGE 8.5"(W) x 5.5"(H) \$ 1,700 | <input type="checkbox"/> BUSINESS DIRECTORY 4.25"(W) x 1.75"(H) \$ 250 |
| <input type="checkbox"/> 1/2 PAGE 4.25"(W) x 5.5"(H) \$ 950 | <input type="checkbox"/> COLOUR LOGO NEXT TO COMPANY LISTING IN EXHIBITOR DIRECTORY \$ 100 |

CDX WEBSITE

Advertise your products and services to a targeted dairy audience!

- LOGO ON INTERACTIVE MAP** **\$ 200**
 - Search by company name, product type, key word or by tradeshow hall
 - Logo appears next to company name on the drop down menu
- VIDEO/ADVERTISEMENT ON CDX WEBSITE** **\$ 350 per mo.**
 - video size – 300px x 250px; video length 45-60 sec.
 - advertisement – 4.25" W x 5.5" H

SOCIAL MEDIA

- SOCIAL MEDIA POSTS** **\$ 125**
 - 5 posts on CDX Social Media channels between February 1, 2020 and April 30, 2020

ADVERTISING PROMOTION

Advertise CDX (dates, location website) on roadside signage at your place of business. Send us a photo. Must be in place March 1, 2020 - April 3, 2020. One participating company will be randomly drawn to receive a FREE 1/2 page ad in the 2021 CDX Official Program and a \$500 gift card for Bentley's Bar Inn & Restaurant, Stratford.

PREMIUM OPPORTUNITIES

- | | |
|---|--|
| <input type="checkbox"/> PREMIUM PACKAGE -\$2,350 = \$ 1,500 <ul style="list-style-type: none"> ✓ Half Page ad in CDX Official Program (\$950 value) ✓ Video/Advertisement on CDX Website (3 mon. min) (\$1,050 value) ✓ Logo on interactive map (\$200 value) ✓ Colour logo in Exhibitor Directory (\$100 value) ✓ 2 free All Access Exhibitor Passes (\$50 value) | <input type="checkbox"/> LOGO BONUS PACKAGE -\$300 = \$ 200 <ul style="list-style-type: none"> ✓ Logo on interactive map (\$200 value) ✓ Colour logo in Exhibitor Directory (\$100 value) |
| <input type="checkbox"/> AGCAREERS RESUME BLITZ \$ 0 Promoted to College & University seniors and graduate students from dairy and agriculture programs. Thursday April 2nd from 9am - 11am. | |

ART SUBMISSION & DEADLINES

Advanced Booking Deadline (save 10%) – NOV 15, 2019
Booking Deadline – DEC 31, 2019
Artwork Submission Deadline – JAN 8, 2020
Minimum Bleed & Trim Marks – 0.25"

ALL ADS MUST BE APPROVED BY CDX MANAGEMENT. ALL ADS ARE FULL COLOUR.
Files are to be submitted as HIGH RESOLUTION (300DPI) TIFF/JPG/PDF. 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 for alterations.
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.

Artwork received after the deadline will be subject to a \$100 late fee.

PAYMENT OPTIONS

Sub-Total: _____ + FEES _____ + HST (13%): _____ = TOTAL: _____ **CDN FUNDS**

SELECT OPTION: **PAYMENT TERMS:** Payment due upon receipt. Interest of 24% per annum charged on overdue payments.

- CHEQUE** Make payable to Canadian Dairy XPO. (MAIL TO: 305-660 Speedvale Ave W, Guelph, ON N1K 1E5)
- E-TRANSFER** to accounting@dairyxpo.ca (Please send answer to security question to same email.)
- VISA/MASTERCARD** (2% service charge applies)

Card # _____ / Expiry mm/yy _____ CVV# _____ Name on Card _____ Signature _____

- BANK WIRE TRANSFER** - Contact accounting@dairyxpo.ca for details (\$32.50 bank fee applies)

EMAIL this form to programming@dairyxpo.ca or FAX this form to 519-821-4266 or CALL 519.838.0117 Ext. 703 to give payment information