



YOUR Canadian Dairy Showcase!
APRIL 1-2, 2020

2020 ADVERTISING OPPORTUNITIES

COMPANY NAME: _____

COMPANY CONTACT: _____ EMAIL: _____

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

- | | |
|---|--|
| <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 & April 30, 2020. Content to be provided. Allow 10 business days for processing.

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 # _____ / _____ / _____ 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