



# 2020 ADVERTISING OPPORTUNITIES

**YOUR Canadian Poultry Showcase!**  
NOVEMBER 4-5, 2020

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ EMAIL: \_\_\_\_\_

## CPX OFFICIAL PROGRAM

10,000+ to be distributed across Canada, through insertion into a major Ag Publication (6 weeks prior to CPX), and to be handed out at both admission gates.

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

## CPX WEBSITE

Advertise your products and services to a targeted poultry audience!

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

## SOCIAL MEDIA

- |   |
|---|
| <input type="checkbox"/> <b>SOCIAL MEDIA POSTS</b> <b>\$ 125</b><br>• 5 posts on CPX Social Media channels. Content to be provided by advertiser.<br>Allow 10 business days for processing. |
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## ADVERTISING PROMOTION

Advertise CPX (dates, location website) on roadside signage at your place of business. Send us a photo. Must be in place October 1, 2020 through November 6, 2020. One participating company will be randomly drawn to receive a FREE 1/2 page ad in the 2021 CPX Official Program and a \$500 gift card for Bentley's Bar Inn & Restaurant, Stratford.

## BUNDLE PACKAGES

- |   |   |
|---|---|
| <input type="checkbox"/> <b>PREMIUM PACKAGE</b> <del>-\$2,350</del> = <b>\$ 1,500</b><br>✓ Half Page ad in CPX Official Program (\$950 value)<br>✓ Video/Advertisement on CPX Website (3 mon. min) (\$1,050 value)<br>✓ Logo on interactive map (\$200 value)<br>✓ Colour logo in Exhibitor Directory (\$100 value)<br>✓ 2 free All Access Exhibitor Passes (\$50 value)<br>✓ 10 Social Media Posts | <input type="checkbox"/> <b>LOGO BONUS PACKAGE</b> <del>-\$300</del> = <b>\$ 200</b><br>✓ Logo on interactive map (\$200 value)<br>✓ Colour logo in Exhibitor Directory (\$100 value) |
| <input type="checkbox"/> <b>AGCAREERS RESUME BLITZ</b> <b>\$ 0</b><br>Promoted to College & University seniors and graduate students from agriculture programs . Thursday November 5th from 9am - 11am.   |   |

## ART SUBMISSION & DEADLINES

Advanced Booking Deadline (save 10%) – **JUNE 15, 2020**  
Booking Deadline – **AUG 1, 2020**  
Artwork Submission Deadline – **AUG 8, 2020**  
Minimum Bleed & Trim Marks – **0.25"**

**ALL ADS MUST BE APPROVED BY CPX 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 programming@poultryxpo.ca, larger than 8MB call 519-838-0117 ext. 703 for submission details.

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

## PAYMENT OPTIONS - prepayment required

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 Poultry XPO. (MAIL TO: 305-660 Speedvale Ave W, Guelph, ON N1K 1E5)
- E-TRANSFER** to accounting@poultryxpo.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@poultryxpo.ca for details (\$32.50 bank fee applies)

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