



Presented by  **LEUPOLD®**

2023-2024

SPORTSMEN'S SHOW ADVERTISING GUIDE



Presented by  **LEUPOLD®**

JANUARY 31 - FEBRUARY 4, 2024

**Washington State Fair Events Center
Puyallup, WA**



Presented by  **LEUPOLD®**

FEBRUARY 14 - 18, 2024

**Portland Expo Center
Portland, OR**



Presented by  **LEUPOLD®**

MARCH 7 - 10, 2024

**First Interstate Bank
Center and Deschutes
County Fair & Expo
Redmond, OR**



THE SPORTSMEN'S SHOW ADVERTISING UPGRADES AND TRADING POST EXHIBITOR WEBSITE LISTINGS



SSTRADINGPOST.COM

SPORTSMEN'S SHOW EXHIBITOR LISTING

FREE

Business name & booth number

XYZ COMPANY
Booth 343

Runs a month before and a month after the show.

OR

EXHIBITOR LISTING UPGRADES

BOLD \ \$200

Price Per Show Washington

\$200

Pacific Northwest*

\$100

Central Oregon*

Business name and booth number in bold with website link or phone number. Inclusion in year round Sportsmen's Show Trading Post Online Outdoor Directory with signed contract and full payment for advertising upgrades.

XYZ MARINE
Booth 1003

ENHANCED \ \$350

*Price Per Show

Washington*

\$350

Pacific Northwest*

\$250

Central Oregon*

Business name, booth number, logo, website link, or phone number, and up to 200 characters for profile. Inclusion in year round Sportsmen's Show Trading Post Online Outdoor Directory with signed contract and full payment for advertising upgrades.



XYZ MARINE

Booth 1003 | ANYTOWN, USA

XYZ Marine is the Northwest's leading fishing boat and outboard dealer. Featuring Seven Strand, Fish Slayer and Arctic brand boats and Yopipi Outboards, XYZ Marine has region's biggest selection at the best prices, every day!

PREMIUM

\$650 for all three shows
Exhibitor

Business name, logo, website link, or phone number, video, Instagram and/or Facebook link, and up to 400 characters for profile included in all three show directories. Inclusion in year round Sportsmen's Show Trading Post Online Outdoor Directory with signed contract and full payment for advertising upgrades.

\$2,000

Past Non-Exhibitor

Business name, logo, website link, video, Instagram and/or Facebook link, and up to 400 characters for profile included in all three show directories PLUS the year round Sportsmen's Show Trading Post Online Outdoor Directory.



XYZ MARINE

Booth 1003 | ANYTOWN, USA



XYZ Marine is the Northwest's leading fishing boat and outboard dealer. Featuring Seven Strand, Fish Slayer and Arctic brand boats and Yopipi Outboards, XYZ Marine has region's biggest selection at the best prices, every day! Expert rigging, service and sales are your assurance of peak performance every fishing trip!



SPORTSMEN'S SHOW TRADING POST YEAR-ROUND ONLINE OUTDOOR DIRECTORY

Runs from October 1st, 2023 to September 30, 2024.

Heavily promoted through various social media platforms using paid promotion, this new directory capitalizes on the strong reputation of the Sport Shows and the hundreds of exhibitors who participate at these Northwest shows.

For past exhibitors not exhibiting in these shows there is an option to purchase a Premium Listing that is included in the exhibitor list of all three Sportsmen's Shows, as well as the Sportsmen's Show Trading Post.

With the purchase of a Bold, Enhanced or Premium Listing your business is included in the year-round directory with signed contract and full payment for advertising upgrades in any or all of the three Sportsmen's Shows.

It's the region's best outdoor advertising buy! Elevate your show presence with an advertising upgrade in one or more Exhibitor Listings and when you do, you're immediately included in Sportsmen's Show Trading Post Online Outdoor Directory for free!

The year-round listing is posted from October 1st, 2023 to September 30th, 2024.

Below is the initial business category listing for the online Trading Post and Exhibitor Listings. These categories will continue to grow and change as needed. Select up to three applicable categories for your business.

- African Safaris / Hunts
- Aftermarket Truck Accessories
- Alaska Fishing
- Alaska Hunting
- Alberta Hunting
- Apparel
- Archery Products
- Archery Ranges
- Art / Home Decor
- Association / Non Profit / Gov't Agency
- ATV's / UTV's
- BBQ's / Grills
- BC Fishing
- BC Hunting
- Black Power Products
- Boat Dealers
- Boat Manufacturers
- Boats - Inflatables
- Boat - Propellers
- Boat - Towers
- Boat - Trailers
- California Hunting / Fishing
- Camping Products
- Candy
- Cars / Trucks / Motorcycles
- Cleaning Products
- Colorado Fishing / Hunting
- Docks / Boat Lifts
- Dog Kennels / Training
- Educational
- Electronics
- Embroidery
- Firearm Training
- Firearms
- Fishing Line Manufacturer
- Fishing Products
- Fishing Rod Mfg.
- Fishing Tackle
- Fishing Tackle - Manufacturer
- Fishing Tackle - Retail
- Fly Fishing Products
- Food & Beverage
- Footwear
- Game Calls
- Game Processing
- Generators
- Gun Club / Range
- Gun Safes
- Fishing Hook Manufacturers
- Home Products
- House Painting
- Hunting Products
- Idaho Hunting
- Insurance / Financial
- International Fishing / Hunting
- Jetski
- Jewelry
- Kayaks
- Knives / Sharpeners
- Log Homes
- Lotions
- Maps
- Marinas
- Marine Accessories
- Marine Canvas / Tops
- Marine Service / Repair
- Meats / Meat Products
- Media
- Mexico Fishing
- Montana Fishing / Hunting
- New Zealand Hunting / Fishing
- North Dakota Hunting/ Fishing
- Optics
- Oregon Fishing
- Oregon Hunting
- Outboard Motors
- Packs / Bags
- Paddle Sports
- Pet Supplies
- Recreational Properties
- Personal Protection
- RV Accessories
- RV Rentals
- RV Repair
- RV Service
- RV's
- Safes
- Shelters / Storage Systems
- Signs / Decals / Wraps
- Specialty Gifts
- Spirits
- Sporting Goods
- Sunglasses
- Survival / First Aid Products
- Taxidermy
- Tents
- Tools / Equipment
- Trailers
- Travel / Resort / Tourism
- TV / Phone / Internet Providers
- Upland Bird Hunting
- US Fishing/Hunting
- Utah Hunting
- Wall Tents / Stoves
- Washington Fishing
- Watercraft
- Waterfowl Hunting Products
- Washington Hunting/ Fishing
- Wyoming Hunting/Fishing

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 1003

XYZ COMPANY
Booth 1003



XYZ MARINE
Booth 1003 | ANYTOWN, USA

XYZ Marine is the Northwest's leading fishing boat and outboard dealer. Featuring Seven Strand, Fish Slayer and Arctic brand boats and Yopipi Outboards, XYZ Marine has region's biggest selection at the best prices, every day!

XYZ MARINE
Booth 1003

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 343



XYZ MARINE
Booth 1003 | ANYTOWN, USA

XYZ Marine is the Northwest's leading fishing boat and outboard dealer. Featuring Seven Strand, Fish Slayer and Arctic brand boats and Yopipi Outboards, XYZ Marine has region's biggest selection at the best prices, every day! Expert rigging, service and sales are your assurance of peak performance every fishing trip!



XYZ COMPANY
Booth 1003

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 343



XYZ MARINE
Booth 1003 | ANYTOWN, USA

XYZ Marine is the Northwest's leading fishing boat and outboard dealer. Featuring Seven Strand, Fish Slayer and Arctic brand boats and Yopipi Outboards, XYZ Marine has region's biggest selection at the best prices, every day! Expert rigging, service and sales are your assurance of peak performance every fishing trip!



XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 343



XYZ MARINE
Booth 1003 | ANYTOWN, USA

XYZ Marine is the Northwest's leading fishing boat and outboard dealer. Featuring Seven Strand, Fish Slayer and Arctic brand boats and Yopipi Outboards, XYZ Marine has region's biggest selection at the best prices, every day!

XYZ COMPANY
Booth 1003

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 343



XYZ MARINE
Booth 1003 | ANYTOWN, USA

XYZ Marine is the Northwest's leading fishing boat and outboard dealer. Featuring Seven Strand, Fish Slayer and Arctic brand boats and Yopipi Outboards, XYZ Marine has region's biggest selection at the best prices, every day!

XYZ COMPANY
Booth 1003

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 1003



XYZ MARINE
Booth 1003 | ANYTOWN, USA

XYZ Marine is the Northwest's leading fishing boat and outboard dealer. Featuring Seven Strand, Fish Slayer and Arctic brand boats and Yopipi Outboards, XYZ Marine has region's biggest selection at the best prices, every day!

XYZ MARINE
Booth 1003

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 1003

XYZ COMPANY
Booth 1003

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 343

XYZ COMPANY
Booth 1003

XYZ COMPANY
Booth 1003



SPORTSMEN'S SHOW WEBSITE ADVERTISING

Take advantage of enormous website traffic before and during the shows with our limited website advertising opportunity on each Sportsmen's Show website. There are only 6 positions available and they occur on the show information page, the most heavily trafficked page on the website. Ads are sized to 300 x 250. All ads can be linked to websites or specific web pages.

WEBSITE ADS

Limited to 6 ads per show.

PAGE STATS:

Washington | 61,283 views

Pacific Northwest | 152,078 views

Central Oregon | 32,078 views

*Average landing page traffic for over 4 months - 2022/2023.

AD RATES:

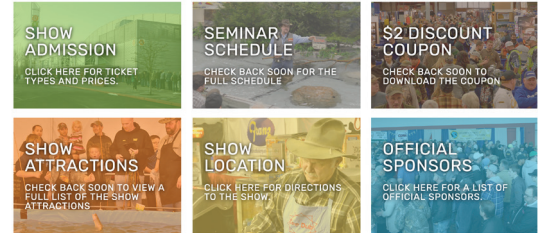
Washington | January - Mid March \$1,000/Ad

Pacific Northwest | January - Late March \$1,250/Ad

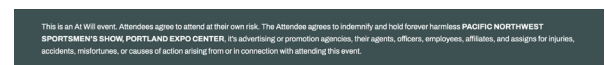
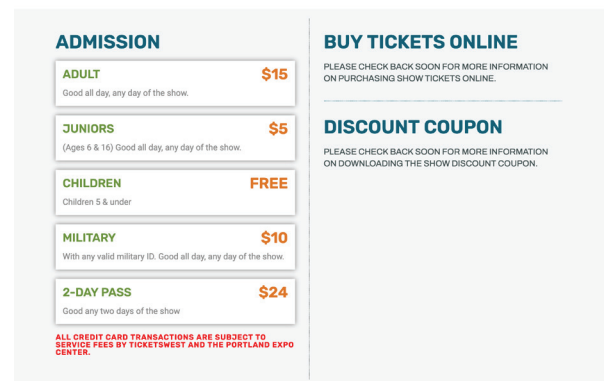
Central Oregon | January - Late March \$ 750/Ad

AD SPECIFICATIONS:

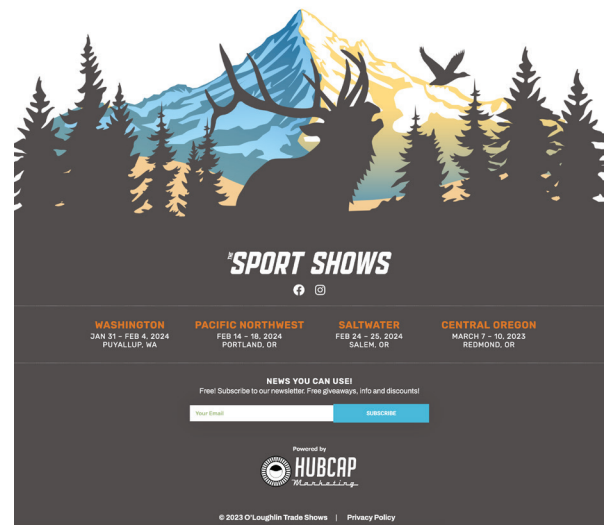
- jpeg or gif files
- 300 x 250 pixels
- File size > 50k, 72 dpi
- Link to desired URL



THIS IS THE BIG ONE!™



Portland Sportshow™



OFFICIAL SPORTSMEN'S SHOW GUIDE ADVERTISING

MAXIMIZE YOUR SHOW EXPOSURE

The Sport Shows are the Northwest's most attended fishing, hunting and outdoor-recreation related consumer shows. They're selling shows and shoppers come to buy! Get your message in front of thousands of buyers at the point of sale and optimize your participation in these shows with advertising in the Show Guide. There's a number of ad sizes to choose from but space is limited so sign-up early.



AD RATES

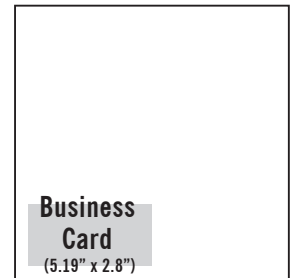
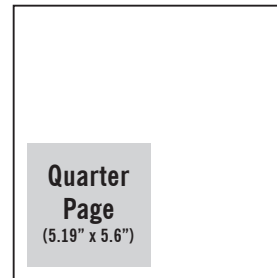
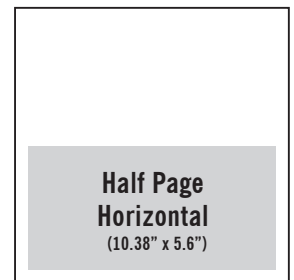
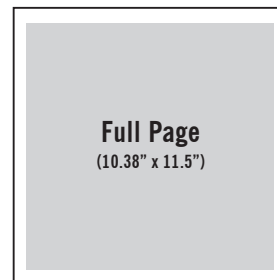
	Washington	Pacific NW	Central OR
Full Page	\$2,500	\$2,500	\$1,200
Half Page	\$1,500	\$1,500	\$750
Quarter Page	\$800	\$800	\$400
Business Card	\$400	\$400	\$200
Inside Front Cover	\$3,500	\$3,500	\$1,750
Inside Back Cover	\$3,500	\$3,500	\$1,750
Back Cover	\$5,000	\$5,000	\$2,500

PRINTING QUANTITIES

Washington	Pacific NW	Central OR
20,000	25,000	10,000

PRINT ADVERTISING SPECIFICATIONS

	WIDTH x HEIGHT
Full Page	10.38" x 11.5"
Half Page Horizontal	10.38" x 5.6"
Quarter Page	5.19" x 5.6"
Business Card	5.19" x 2.8"



DOCUMENT/IMAGES

- Create your document to the exact size it will print.
- All images should have a minimum resolution of 300 dpi at 100%.
- All images should be converted to CMYK.
- All image files should be TIF, JPG or EPS. PICT and GIF files are low-resolution web files not suitable for printing.
- Do not copy and paste images from a program into a page layout program. Import or place the image through the page layout program.
- Make sure the file extensions remain intact on all files. If they are changed or omitted, they are unrecognizable when transferred.

ADVERTISING POLICY:

Cancellation of ad space must be directed in writing to O'Loughlin Trade Shows; however, all payments are final and no refunds will be given. O'Loughlin Trade Shows reserves the right to decline any materials which in its sole judgment are considered inappropriate due to wording or appearance. To be included in show guide advertising full payment must be received on or before November 3, 2023. Submission of materials is the responsibility of the advertiser. Advertisements must be received by December 15, 2023 (Washington Sportsmen's Show), December 28, 2023 (Pacific Northwest Sportsmen's Show), January 26, 2024 (Central Oregon Sportsmen's Show) to ensure placement.

FILE FORMAT:

High resolution, print optimized PDFs are preferred. In all formats, fonts (printer and screen) and graphics must be outlined.

RESOLUTION:

Size and rotate graphics within original application before placement into ad. Line artwork should be 1200 dpi. Color and grayscale photos should be 300 dpi.

COLORS AND GRAPHICS:

Avoid using white boxes to eliminate objects. Remove unwanted objects within original application. Convert all RGB and Pantone colors to CMYK. Eliminate unused colors from color palette. Same-colored objects and text must be named and defined exactly. Line weight should be at a minimum of .5 point (not hairline).