

# 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

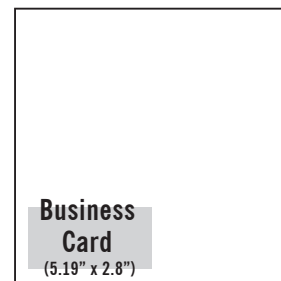
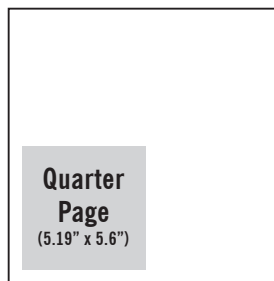
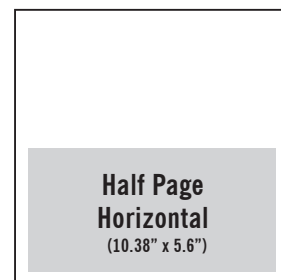
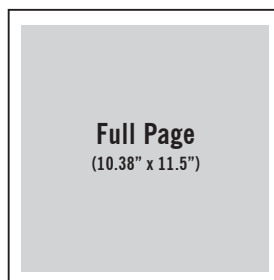
	Washington	Pacific NW	Central OR
Full Page	\$2,500	\$2,500	\$1,200
Half Page	\$1,500	\$1,500	\$750
Quarter Page	\$800	\$800	\$400
Business Card	\$400	\$400	\$200
Inside Front Cover	\$3,500	\$3,500	\$1,750
Inside Back Cover	\$3,500	\$3,500	\$1,750
Back Cover	\$5,000	\$5,000	\$2,500

## 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 4, 2022. Submission of materials is the responsibility of the advertiser. Advertisements must be received by December 16, 2022 (Washington Sportsmen's Show), December 30, 2022 (Pacific Northwest Sportsmen's Show), January 25, 2023 (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).