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# 2024-2025 SPORTSMEN'S SHOW ADVERTISING OPPORTUNITIES



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**JAN. 29 - FEB. 2, 2025**

Washington State Fair Events Center  
Puyallup, WA



Presented by  **LEUPOLD®**

**FEB. 12 - 16, 2025**

Portland Expo Center  
Portland, OR



Presented by  **LEUPOLD®**

**MAR. 6 - 9, 2024**

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

### SPORTSMEN'S SHOW BASIC EXHIBITOR LISTING

For each Sportsmen's Show you participate in, your business name & booth number are listed under the attendee section in the exhibitor list.

EXAMPLE



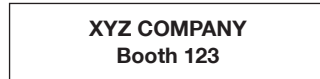
## UPGRADE OPPORTUNITIES

Stand out from the field with an upgrade to get your business noticed! An upgrade includes a trading post listing.

### BOLD - \$200

Business name & booth number in bold. Bold type improves visibility.

EXAMPLE



### ENHANCED - \$350

Business name, booth number, logo, website link and up to 200 characters for profile

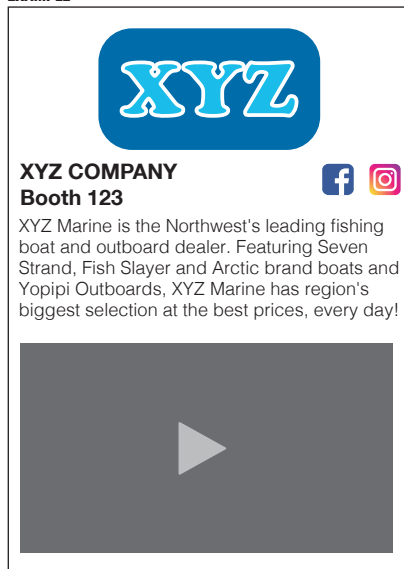
EXAMPLE



### PREMIUM - \$650 (BEST VALUE)

Business name, booth number, logo, website link, Instagram and/or Facebook link, up to 400 characters for profile, embedded video.

EXAMPLE



# TRADING POST

## YEAR-ROUND ONLINE OUTDOOR DIRECTORY

Runs September 1, 2024 – October 30, 2025

Your business is automatically listed for free.

Elevate your show presence with an advertising upgrade in up to three categories.

It's the region's best outdoor advertising buy!

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 to any or all of the three Sportsmen's Shows.

Contract and payment must be in before listing.

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
- Ammunition
- 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 – Propellers
- Boat – Towers
- Boat – Trailers
- Boat Dealers
- Boat Manufacturers
- Boats – Inflatables
- Breeder
- California Hunting / Fishing
- Camping Products
- Candy
- Cars / Trucks / Motorcycles
- Cleaning Products
- Colorado Fishing / Hunting
- Docks / Boat Lifts
- Dog Kennels / Training
- E-Bike
- Educational
- Electronics
- Embroidery
- Firearm Training
- Firearms
- Fishing Hook Manufacturers
- Fishing Line Manufacturer
- Fishing Products
- Fishing Reel Manufacturer
- Fishing Rod Manufacturer
- Fishing Tackle
- Fishing Tackle – Manufacturer
- Fishing Tackle – Retail
- Fly Fishing Products
- Food & Beverage
- Footwear
- Furniture
- Game Calls
- Game Processing
- Generators
- Gold Panning
- Gun Club / Range
- Gun Safes
- Hawaiian Hunting
- Home Products
- House Painting
- Hunting Products
- Idaho Fishing
- 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
- Overland
- Packs / Bags
- Paddle Sports
- Personal Protection
- Pet Supplies
- Photography
- Recreational Properties
- RV Accessories
- RV Rentals
- RV Repair
- RV Service
- RV's
- Safes
- Saskatchewan Hunting
- Shelters / Storage Systems
- Signs / Decals / Wraps
- Specialty Gifts
- Spirits
- Sporting Goods
- Sunglasses
- Survival / First Aid Products
- Taxidermy
- Tents
- Tiny Homes
- Tires
- Tools / Equipment
- Trailers
- Travel / Resort / Tourism
- TV / Phone / Internet Providers
- Upland Bird Hunting
- US Fishing/ Hunting
- Utah Hunting
- Vans
- Wall Tents / Stoves
- Washington Fishing
- Washington Hunting
- Watercraft
- Waterfowl Hunting Products
- Wyoming Hunting
- Yukon Fishing

# SPORTSMEN'S SHOW WEB AND SOCIAL MEDIA ADVERTISING

## 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.

**Only 6 permanent ads per show are available.**

### PAGE STATS:

Washington | 51,164 views  
 Pacific Northwest | 153,400 views  
 Central Oregon | 27,720 views

\*Average landing page traffic for over 4 months - 2023/2024.

### AD RATES:

Washington | January - Mid March                      **\$1,000/Ad**  
 Pacific Northwest | January - Late March              **\$1,000/Ad**  
 Central Oregon | January - Late March                   **\$1,000/Ad**

### AD SPECIFICATIONS:

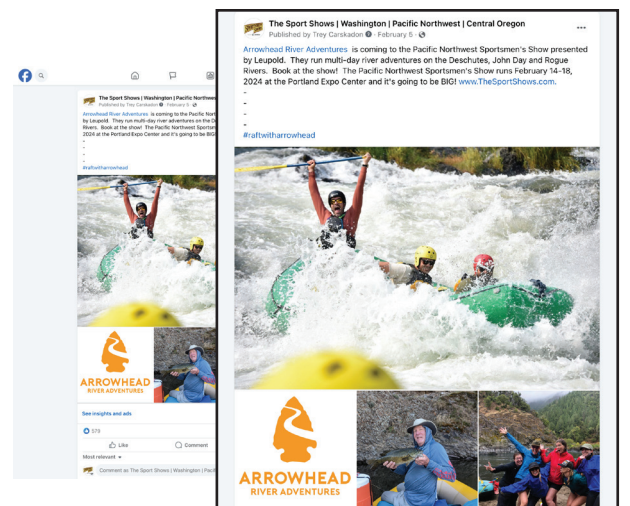
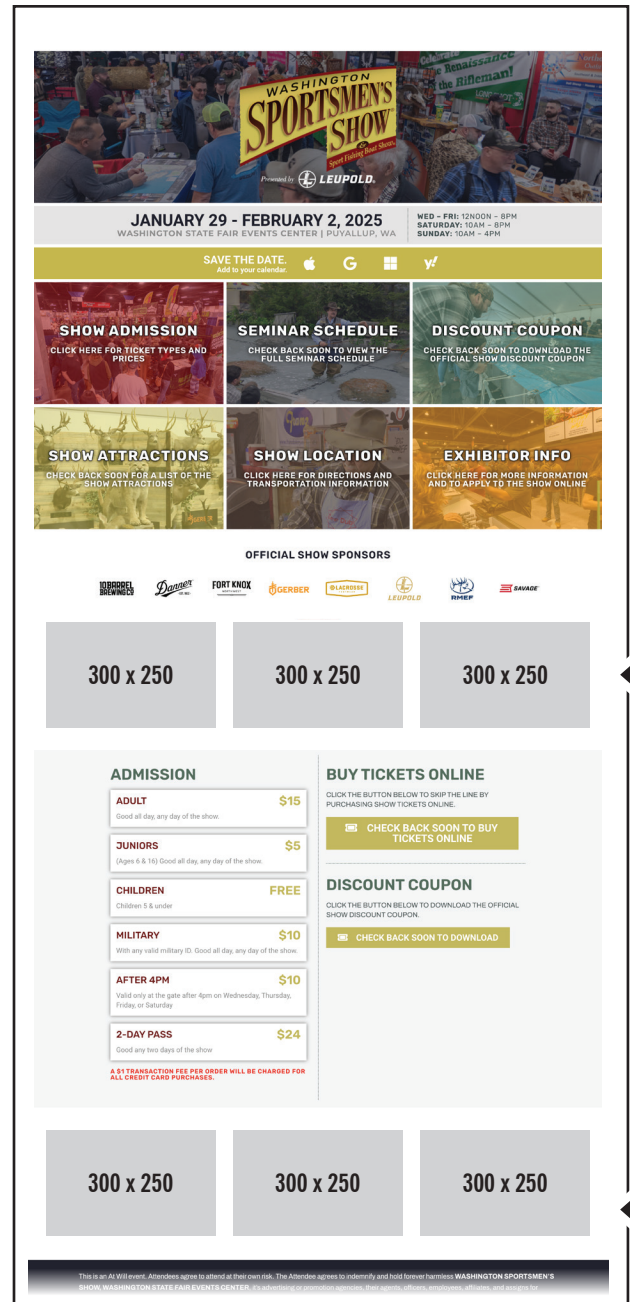
- jpeg or gif files
- File size > 50k, 72 dpi
- 300 x 250 pixels
- Link to desired URL

## SOCIAL MEDIA ADVERTISING

Get your business in front of our social media audiences\*. Our Facebook and Instagram pages provides reach for your business beyond the URL. Package includes: 1x boosted post announcing your business is in each show. 1x boosted post featuring your product or service a week prior to the show. 1x post/video at the show in your booth. Exhibitor needs to provide content (picture, logo) URL and social media handles. Total package price: \$500. Limited to 10 for each Sportsmen's Show in 2025.

\*Facebook 62,000, Instagram 12,600.

Contract and full payment must be in before listing.



# SPORTSMEN'S SHOW GUIDE ADVERTISING OPPORTUNITIES

## 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
<b>Full Page</b>	<b>\$2,500</b>	<b>\$2,500</b>	<b>\$1,200</b>
<b>Half Page</b>	<b>\$1,500</b>	<b>\$1,500</b>	<b>\$750</b>
<b>Quarter Page</b>	<b>\$800</b>	<b>\$800</b>	<b>\$400</b>
<b>Business Card</b>	<b>\$400</b>	<b>\$400</b>	<b>\$200</b>
<b>Inside Front Cover</b>	<b>\$3,500</b>	<b>\$3,500</b>	<b>\$1,750</b>
<b>Inside Back Cover</b>	<b>\$3,500</b>	<b>\$3,500</b>	<b>\$1,750</b>
<b>Back Cover</b>	<b>\$5,000</b>	<b>\$5,000</b>	<b>\$2,500</b>

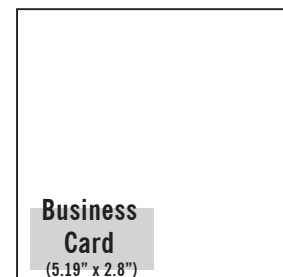
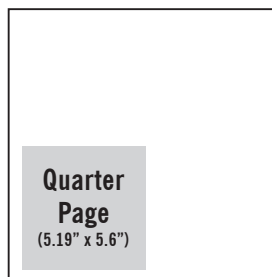
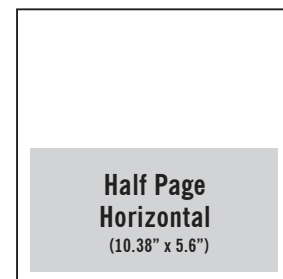
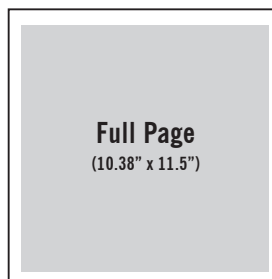
## PRINTING QUANTITIES

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

## PRINT ADVERTISING SPECIFICATIONS

*WIDTH x HEIGHT*

<b>Full Page</b>	<b>10.38" x 11.5"</b>
<b>Half Page Horizontal</b>	<b>10.38" x 5.6"</b>
<b>Quarter Page</b>	<b>5.19" x 5.6"</b>
<b>Business Card</b>	<b>5.19" x 2.8"</b>



## 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 **December 15, 2024**. Submission of materials is the responsibility of the advertiser. Advertisements must be received by **January 1, 2025** (Washington Sportsmen's Show), **January 15, 2025** (Pacific Northwest Sportsmen's Show), **February 1, 2025** (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).



# SPORTSMEN'S SHOW 2025 ADVERTISING SALES ORDER

**Important!** Advertising will only run with a signed "Advertising Sales Order" contract and full payment.

## Exhibitor Listing Upgrade

Runs a month before and a month after each show. The Sportsmen's Show Trading post runs from September 1, 2024 – October 30, 2025. All paid exhibitor listings (Bold, Enhanced or Premium listings) will be included in the Sportsmen's Show Trading Post.

### Bold - \$200

- Washington Sportsmen's Show
- Pacific Northwest Sportsmen's Show
- Central Oregon Sportsmen's Show

### Enhanced - \$350

- Washington Sportsmen's Show
- Pacific Northwest Sportsmen's Show
- Central Oregon Sportsmen's Show

### Premium - \$650

- Washington Sportsmen's Show
- Pacific Northwest Sportsmen's Show
- Central Oregon Sportsmen's Show

## Website Advertising - \$1000

Website advertising runs from November 1st until a month after the show closes. Limited to six ads per show. File format 300 pixels wide by 250 pixels tall.

- Washington Sportsmen's Show
- Pacific Northwest Sportsmen's Show
- Central Oregon Sportsmen's Show

## Social Media - \$500

Social media, Facebook and Instagram is dependant upon receiving assets from exhibitor. Graphics and/or pictures should be 1080x1080 pixels.

- Washington Sportsmen's Show
- Pacific Northwest Sportsmen's Show
- Central Oregon Sportsmen's Show

## Show Guide Advertising – Limited availability.

### Washington Sportsmen's Show - 20,000 copies printed

- Full page (10.38" x 11.5") - \$2,500
- Half page (10.38" x 5.6") - \$1,500
- Quarter page (5.19" x 5.6") - \$800
- Business card (5.19" x 2.8") - \$400
- Inside Front Cover - \$3,500
- Inside Back Cover - \$3,500
- Back Cover - \$5,000

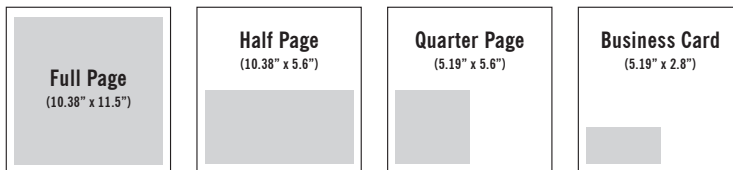
### Pacific Northwest Sportsmen's Show 25,000 copies printed

- Full page (10.38" x 11.5") - \$2,500
- Half page (10.38" x 5.6") - \$1,500
- Quarter page (5.19" x 5.6") - \$800
- Business card (5.19" x 2.8") - \$400
- Inside Front Cover - \$3,500
- Inside Back Cover - \$3,500
- Back Cover - \$5,000

### Central Oregon Sportsmen's Show 10,000 copies printed

- Full page (10.38" x 11.5") - \$1,200
- Half page (10.38" x 5.6") - \$750
- Quarter page (5.19" x 5.6") - \$400
- Business card (5.19" x 2.8") - \$200
- Inside Front Cover - \$1,750
- Inside Back Cover - \$1,750
- Back Cover - \$2,500

All pricing at net. ACH or checks payable to O'Loughlin Trade Shows.



## ADVERTISING SUBTOTAL

\$

Multiply the subtotal above by 2.5% for our credit card transaction fee.

\$

## TOTAL COST

\$

## CONTACT NAME

PLEASE PRINT

## PHONE

## EMAIL

## CONTACT SIGNATURE

## DATE

O'LOUGHLIN TRADE SHOWS USE ONLY

## ACCEPTED BY

## SALESPERSON#