

2020 MEDIA KIT



The MPO 2020 Media Kit contains many opportunities to promote your product or service to key stakeholders in Ontario's meat and poultry industry. Whether you prefer print or online advertising, there is an option fit to every budget.

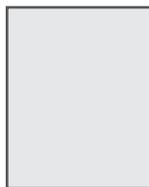
BlockTalk

BlockTalk is the official publication of MPO and is published four times per year. This magazine-style newsletter is distributed electronically, or in hard copy, to nearly 2000 individuals including members, commodity groups, and government.

BlockTalk readers include owners, managers, and other decision makers in Ontario's meat and poultry abattoirs, processing plants and retail butcher shops.

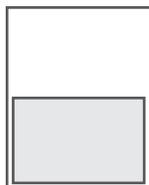
MPO MEMBERS receive a
50% DISCOUNT
on rates

AD DIMENSIONS



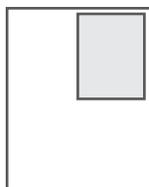
Full Page

Finished Size with Bleed 8.5" (w) x 11" (h)
Artwork Size with Bleed 8.75" (w) x 11.25" (h)



1/2 Page

Finished Size: 7.5" (w) x 4.75" (h)



1/4 Page

Finished Size: 3.66" (w) x 4.75" (h)

Issue	Advertising Deadline	Distribution Date
Spring	February 7	March 6
Summer	May 8	June 5
Fall	August 7	September 4
Winter	November 6	December 4

Size	Rate	Member Rate
1/4 page	\$558	\$279
1/2 page	\$878	\$439
Full page (with bleed)	\$1498	\$749
Full page inside front or back cover (with bleed)*	\$1798	\$899

* subject to availability

MECHANICAL SPECIFICATIONS

BlockTalk advertisements are produced in full colour, at no extra charge to you.

Please submit all advertising material in a digital format.

Resolution: Minimum 300 dpi (dots per inch).

Colours: CMYK colours only. NO PANTONE COLOURS.

Image File Types: JPEG, TIFF or EPS format. PDF files will be accepted, saved as a High Quality Print.

Please ensure that all artwork meets the above specifications to avoid production delays or additional charges.

BlockTalk advertisements are produced in

full COLOUR

at no extra charge!

BANNER ADVERTISING

A valuable source of information for members and industry, meatpoultryon.ca is updated weekly to provide the most current information to visitors. Content includes items like a classified listings, training, and information on workforce development, regulations, and food safety.

With an average of nearly 1,200 visits per month, meatpoultryon.ca home page is an ideal place to target your advertising to interested parties in the meat and poultry industry complete with a link to your own website.

1,200 VISITS/MONTH | **30 UNIQUE VISITORS** EVERY DAY

MECHANICAL SPECIFICATIONS

620 X 620 pixels
(not to scale)

Resolution: Minimum 72 dpi (dots per inch).

Click-through URL: Must be included when files are submitted.

File Size Limit: 500kb

Image File Types: GIF, JPEG, PNG.

RATE: \$518 per 30 days rolling

MEMBER RATE: \$259 per 30 days rolling

ONLINE CLASSIFIEDS

COMPLIMENTARY FOR MEMBERS

MPO Business and Associate Members can place a classified ad at no charge.

NON-MEMBER RATE:

\$99 per 30 days rolling

MECHANICAL SPECIFICATIONS

Classified ads are limited to a 100 word description. You may include one (1) picture per advertisement.

Dimensions: Max. 800 (w/h) pixels, pictures will display at 100 x 100 pixels but will open into a larger size

Resolution: Minimum 72 dpi (dots per inch).

Image File Types: GIF, JPEG, PNG.

REASONS TO ADVERTISE

ADVERTISING AMPLIFIES EVERYTHING ELSE YOUR COMPANY DOES

When you are using advertising to create awareness, you automatically create more awareness for everything you are doing. People go to your website. They see what you have to offer. You build credibility with the customer. It strengthens your brand and gives you a recognizable identity. It may not drive them to buy now - but when the need arises for a product you offer, they know who to call.

ADVERTISING CREATES ACTIONS - ACTIONS CREATE OPPORTUNITIES

Advertising is a tool to create overall awareness - which in turn leads to an action. An action such as to picking up the phone, searching your website or sending an email. Targeted messages to the right audience can be an effective way to open doors.

PEOPLE DO THEIR HOMEWORK BEFORE THEY BUY NEW OR UPGRADE OLD

Not everyone is your customer every day, so staying in the light and being relevant are crucial. This day and age allows customers to search for the newest and greatest products before they make a decision to buy. Showing your new innovations, that you're the top player in your market, and you have what they want for the price they need is easily done through advertising.

Derek Boudreau
Advertising Sales
(519) 635-9281
derek@meatpoultryon.ca

April Jackman
Editorial Director
(519) 763-4558 Ext.225
april@meatpoultryon.ca

Check out our website
www.meatpoultryon.ca
All rates are subject to applicable taxes.