

**TWO EXPOS.
ONE GUIDE.**



FLIP ME OVER!



**GAIN MOMENTUM -
FEEL THE PULSE**

- Combined MOORE / Power Sports Expo guide & magazine to maximize reach and investment
- Reach two targeted, crossover audiences with over 15,000 attendees between the two events
- Full color, 8.5 x 11 print copy available at the door during the MOORE Expo & Power Sports Expo
- Digital, interactive version with live links will get the attention of over 50,000 readers online



MOORE MOMENTUM & PSE PULSE

Advertising close & content deadline February 1, 2024

AD RATES*

Quarter page	240
Half page	415
Full page	585
Two-page spread	1100

ADDITIONAL EXPOSURE

- ADVERTORIALS** full page article form ad (300-500 words, 2-3 photos) supplied by client (clickable link & QR included) 690
- FEATURED PRODUCT GALLERY-** Spotlight your product (50 words, 1 photo) in the new must-have pack-out list feature. 150
- VIDEO ADS** - Add video to your full or half page ad in the digital version for maximum impact and reach. 300
- CAMPER SWAG SPONSOR-** additional expo, web and social media exposure with 500 of your branded collateral 200



AD GUIDELINES

- IF WE ARE DESIGNING YOUR AD**
- Email Cindy to start the creative process at info.northologyadventures@gmail.com
 - Send the largest jpeg. png or svg images (do not send scanned or faxed images.)
- Ad design fee is \$200, 2 revisions included. Extended license available.
- SUBMITTING YOUR OWN AD-**
- Submit high resolution **PNG, JPG or SVG files** (NO PDFs,) 300 DPI, RBG format only to info.northologyadventures@gmail.com
 - Do not** include crop marks in your final ad, see table for trim & bleed info.

TWO PAGE Your files including bleed should be 17.25 x 11.25 in. No text within 0.625 of bleed edge Trim size, reference only, items beyond trim may be cut 16.75 x 10.875 in.	FULL PAGE Your files including bleed should be 8.625 x 11.125 in. No text within 0.625 of bleed edge Trim size, reference only, items beyond trim may be cut 8.375 x 10.875 in.
HALF PAGE 8.625 x 5.75 in. No text within 0.625 of bleed edge	QUARTER PAGE 4.5 x 5.75 in. No text within 0.625 of bleed edge
Bleed is .125 in. Do not include crop marks in your final ad.	

CONTACT

Jeanne@mooreexpo.com
ad sales, feature space and custom content packages.
info.northologyadventures@gmail.com
design, files, images, video submission, copy & content.



SHOW GUIDE & MAGAZINE FEATURED PRODUCT GALLERY



**LIMITED
SPOTS
AVAILABLE**

MOMENTU/PULSE FEATURED PRODUCT GALLERY

Ready, set, spotlight! Put your adventure gear on the map in our must-have essentials feature. Whether it's a fresh release or a fan favorite, adventurers everywhere need to hear about it! Only a few spots are available for this highly anticipated feature. Don't miss out!

Submit up to 50 words, 1 photo, link/QR

150



INCREASE IMPACT WITH VIDEO AND ADVERTORIALS



If you want to dive deep into the hearts of customers, spice up your expo guide ads with some long-form advertorial or video content! Advertorials can give customers the juicy details they crave, building trust and credibility. Videos captivate readers by showing off your products in all their glory. Why not do both? It's like a perfect recipe for marketing success, boosting your advertising value and building excitement.

ADVERTORIALS - full page article form ad (300-500 words, 2-3 photos, clickable link & QR) supplied by client **690**

VIDEO - Add video* to your full or half page ad in the digital version for maximum impact and reach. **300**

**must be publicly published video on your Vimeo or YouTube channel.*



CAMPER SWAG SPONSORSHIP

Additional MOORE & Power Sports Expo web and social media exposure

Logo placement on Camp Northology welcome banner

Opportunities to showcase products at camp entrance and check-in tent*

Placement of 500 of your branded collateral in camper swag bags

200

***ADDITIONAL EXPOSURE TO
ONSITE CAMPERS AT THE EXPOS***

CAMPING AT MOORE EXPO/ POWER SPORTS EXPO

Presented by Northology Adventures

**email info.northologyadventures for details*