

# ADVERTISING OPPORTUNITIES

## CheeseExpo Program Advertising

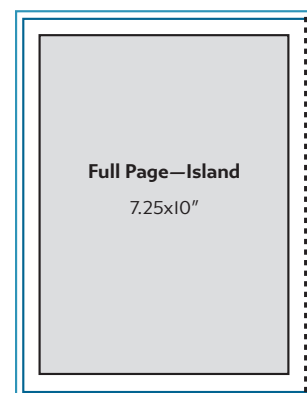
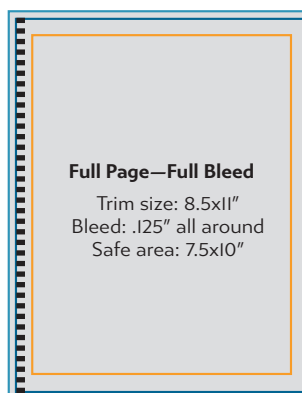
The 2022 CheeseExpo Official Program will be a spiral-bound, letter-sized (8.5 x 11 inches) full color booklet. Ads must be submitted as PDF documents at 300 dpi (see diagrams below). Don't miss your chance to advertise!

Advertising opportunities available until February 2, 2022.

**SIGN UP ONLINE AT  
CHEESEEXPO.ORG**

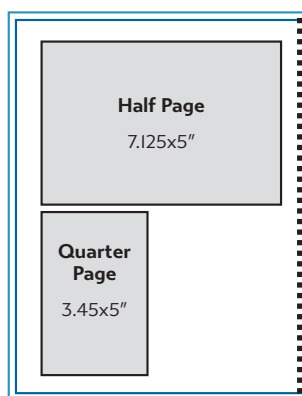
### Premium Ad Space Placement

- > **Back cover - \$5,200 SOLD**
- > **Inside front cover - \$2,700 SOLD**
- > **Inside back cover - \$1,700 SOLD**
  - Trim size: 8.5" x 11"
  - Bleed: .125" all around
  - Safe area: 7.5" x 10"



### Interior Page Ad Space

- > **Full page ad (full bleed) - \$1,200**
  - Trim size: 8.5" x 11"
  - Bleed: .125" all around
  - Safe area: 7.5" x 10"
- > **Full page ad (island) - \$1,200**
  - Ad size: 7.25" x 10"
- > **Half Page (horizontal) - \$600**
  - Ad size: 7.125" x 5"
- > **Quarter Page (vertical) - \$350**
  - Ad size: 3.45" x 5"



— TRIM SIZE  
— BLEED SIZE  
— SAFE AREA

- > Don't place any sensitive content outside safe area to avoid having important information cut off
- > A thin keyline will be added around all island (i.e. non-full bleed) ads
- > Please note the spiral bound will be on either side

### Upgrades for Complimentary Sponsor Ads

- > **Upgrade Quarter Page to Half Page - \$250**
- > **Upgrade Quarter Page to Full Page - \$850**
- > **Upgrade Half Page to Full Page - \$600**

### Artwork Due Date

Electronic files requested by  
**February 16, 2022.**

E-mail ad file to Caitlin Peirick at  
[cpeirick@wischeesemakers.org](mailto:cpeirick@wischeesemakers.org)

**2022**  
**CHEESEEXPO**  
Global Technology for Dairy Processors

**April 12 Special Events**  
**April 13-14 Exhibits & Seminars**  
Milwaukee, Wisconsin | [CheeseExpo.org](http://CheeseExpo.org)