



Northeast Ohio
SPORTSMAN
SHOW

2027
ADVERTISING
Media Kit

Field Guide, Website & Social Media Advertising

Featuring
BILLY MOLLS
"The Modern Mountainman"



A NEW CHAPTER FOR THE NORTHEAST OHIO SPORTSMAN'S SHOW

Building on a Strong Foundation

For years, the Northeast Ohio Sportsman's Show has brought together hunters, anglers, outdoor enthusiasts, families, exhibitors, and industry leaders from across the region. As we look ahead, we are building on that strong foundation with a renewed focus on the attendee experience, exhibitor value, local outdoor community, and long-term growth.

Recent steps include:

- Established an advisory board
- Gathering exhibitor and attendee feedback
- Beginning a brand refresh
- Launching a new website
- Expanding community engagement
- Creating new advertising opportunities

Our goal is simple: create a stronger show experience while providing greater value for exhibitors, advertisers, and sponsors.

Renewed Local Focus

Attendees value connection to the local outdoor community.

Moving forward, the show will place greater emphasis on:

- Local sportsmen and women
- Local outdoor businesses
- Community engagement
- Exhibitor visibility
- Attendee feedback
- Year-round communication

The Northeast Ohio Sportsman's Show is investing in the future through stronger community engagement, improved attendee experiences, expanded marketing, and increased opportunities for exhibitors and advertisers.

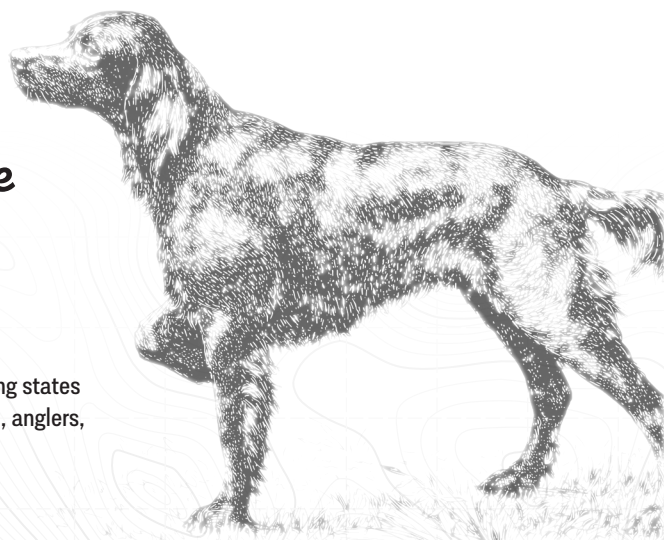
AUDIENCE & DISTRIBUTION

Reach a Highly Targeted Outdoor Audience

The Northeast Ohio Sportsman's Show attracts one of the most focused outdoor audiences in the region.

Attendee Profile:

- 19,000+ attendees annually
- 240+ exhibitors
- Strong hunting-focused audience
- Strong Amish and Mennonite representation
- Visitors from Ohio and surrounding states
- Families, landowners, sportsmen, anglers, and outdoor enthusiasts



2027 Field Guide Expansion

The Field Guide is one of the most valuable resources distributed during the show.

2026 Distribution: Approximately 6,000 copies



2027 Distribution Goal: **10,000+ copies**

The Field Guide is designed to be useful during and after the show, helping attendees find products, services, destinations, exhibitors, and local businesses. More distribution means more exposure, more opportunities, and greater value for advertisers. Whether you are an exhibitor, retailer, restaurant, campground, lodging provider, outfitter, or local business, the Northeast Ohio Sportsman's Show gives you direct access to a highly engaged outdoor audience.

Field Guide Advertising Opportunities

Connect with thousands of hunters, anglers, landowners, families, and outdoor enthusiasts through the official 2027 Northeast Ohio Sportsman's Show Field Guide. The 2027 Field Guide will be distributed to 10,000+ attendees and will serve as a useful resource during and after the show.

Premium Advertising Opportunities

Premium placements offer maximum visibility and are available on a first-come, first-served basis.

Center Spread Full-Bleed Two-Page Spread	Inside Front Cover Full-Bleed Placement	Inside Back Cover Full-Bleed Placement	Outside Back Cover Full-Bleed Placement
\$1,250	\$850	\$850	\$1,000

Only One Available

Standard Advertising Opportunities

Full Page Ad Maximum standard ad exposure within the Field Guide.	Half Page Ad Available horizontal or vertical. A strong, cost-effective presence in the Field Guide.	1/3 Page Ad A budget-friendly option for basic visibility.
\$550	\$400	\$250

Why Advertise in the Field Guide?

- Reach a highly targeted outdoor audience
- Promote products, services, events, and destinations
- Connect with attendees during and after the show
- Build awareness with local residents and visitors
- Align your business with one of Ohio's premier outdoor events
- Benefit from expanded 2027 distribution

Publication Information

Finished Guide Size:
5.375" x 8.375"

Estimated Distribution:
10,000+ copies

Show Dates
January 14-16, 2027

Ad Submission Requirements

- Print-ready ads required
- PDF format preferred
- High-resolution artwork required
- CMYK color required
- Advertisers are responsible for final proofing
- Need your ad designed?
email: marykhevents@gmail.com

Ad Dimensions

Full Page:
4.625" W x 7.625" H

Half Page Horizontal:
4.625" W x 3.625" H

Half Page Vertical:
2.125" W x 7.625" H

1/3 Page:
4.625" W x 2.500" H

- Premium cover placements and center spread full-bleed specifications are available upon request.
- Premium placements are limited and available on a first-come, first-served basis.
- Previous advertisers and exhibitors will receive priority placement consideration whenever possible.
- **Reserve Early**

FIELD GUIDE ADVERTISING

Field Guide Page Size (Full Bleed Ads)

Advertisement Sizing

Finished Guide Size:
5.375" x 8.375"

Full Page Ad:
4.625" W x 7.625" H

Half Page Horizontal Ad:
4.625" W x 3.625" H

Half Page Vertical Ad:
2.125" W x 7.625" H

1/3 Page Ad:
4.625" W x 2.500" H

Premium Placements

Center Spread
- Full bleed, 2-pages

Inside Front Cover
- Full bleed

Inside Back Cover
- Full bleed

Outside Back Cover
- Full bleed

Full Page Ad Size

Half Page (Vertical)

TEMPLATE & QUICK SHEET

" Field Guide "

**Northeast Ohio Sportsman Show
2027**

One-Third Page

Half Page (Horizontal)

Artwork Requirements

- Print-ready ads required
- PDF format preferred
- High-resolution artwork required
- CMYK color required
- Advertisers are responsible for final proofing
- Ad design available through: marykhevents@gmail.com

Quick Facts

Estimated Distribution:
- 10,000+ copies

Show Dates:
- January 14-16, 2027

Advertising Deadline

November 15, 2026

- Previous advertisers and exhibitors receive priority placement whenever possible.

WEBSITE ADVERTISING OPPORTUNITIES

New For 2027!

The all-new OhioSportsmansShow.com creates new digital advertising opportunities for exhibitors, advertisers, and local businesses. Website advertising helps your business stay visible before, during, and after the show.

Local Business Directory

Annual Listing: \$50

Help attendees discover businesses that support the outdoor lifestyle and local community.

Includes:

- Business name
- Website link
- Category placement
- Location
- Phone number

Suggested categories include:

- Sporting Goods
- Outfitters & Guides
- Farm & Feed
- Archery
- Campgrounds
- Equipment
- Firearms
- Lodging
- Local Services
- Taxidermy
- Restaurants

Hospitality Directory

Annual Listing: \$25

Designed for businesses serving visitors traveling to the show.

Ideal for:

- Restaurants
- Campgrounds
- Tourist attractions
- Lodging providers
- Food vendors

Website Banner Advertising

Standard Banner Ad: \$40/month (970 x 90 px)

Drive visitors directly to your website with clickable banner ads on OhioSportsmansShow.com.

- Clickable website link
- Affordable year-round visibility
- Rotating placement
- Exhibitor, Seminars & Events, or Local Business page

Premium Banner Ad: \$80/month (970 x 250 px)

- Home page
- Clickable website link
- Increased visibility
- Limited availability

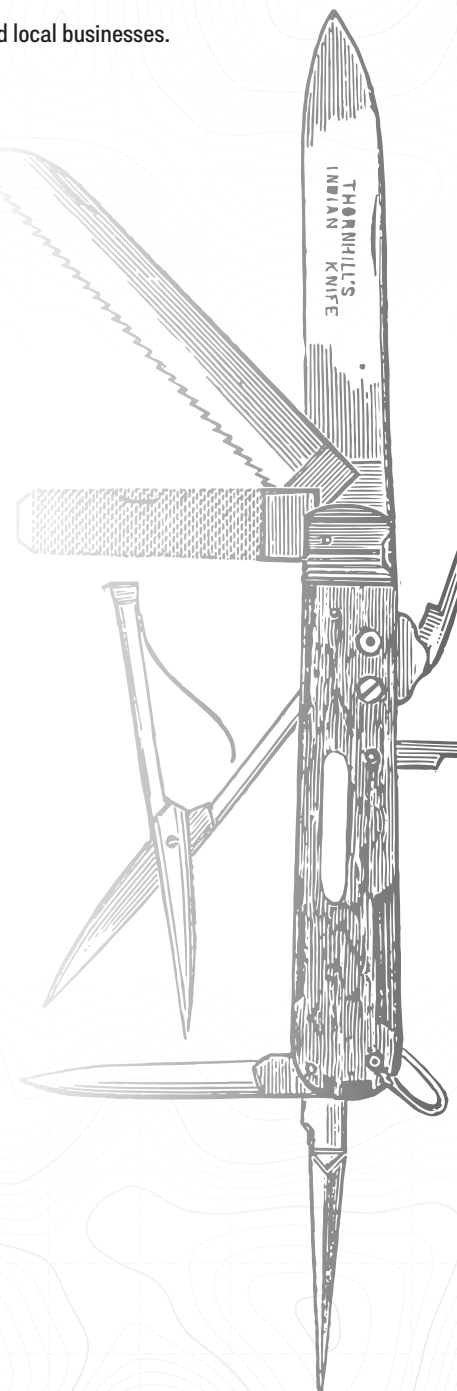
Banner inventory is limited to protect the user experience and maximize advertiser visibility.

Why Digital Advertising?

Digital advertising keeps your business visible beyond show weekend.

Benefits include:

- Year-round exposure
- Increased online visibility
- More opportunities to reach attendees and visitors
- Direct website traffic
- Affordable monthly options

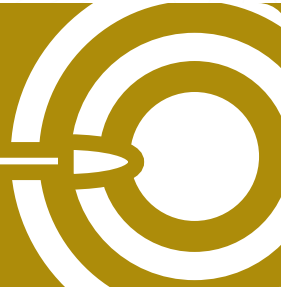




Premium Banner Ad (1,250px x 250px)

Your Banner Ad Here!

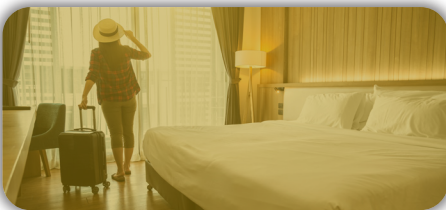
FIND US AT THIS YEAR'S SHOW!



*Shown
on
Home
Page*

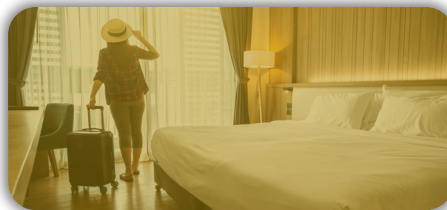
Business Directory Listing

Lodging



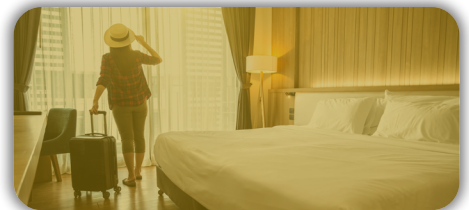
Your Local Business

0.5 miles | (123) 456-7890
Breakfast · WiFi · Indoor Pool



Your Local Business

0.5 miles | (123) 456-7890
Breakfast · WiFi · Indoor Pool



Your Local Business

0.5 miles | (123) 456-7890
Breakfast · WiFi · Indoor Pool

Restaurants



Your Local Business

0.5 miles | (123) 456-7890



Your Local Business

0.5 miles | (123) 456-7890



Your Local Business

0.5 miles | (123) 456-7890

Standard Banner Ad (970px x 90px)

E

(123) 465-7890



YOUR BUSINESS NAME

(123) 465-7890



YOUR

SOCIAL MEDIA & CONTENT MARKETING

Expand Your Reach Beyond the Show Floor

Customers often discover and research businesses online before making a purchase. The Northeast Ohio Sportsman's Show now offers social media and content marketing opportunities to help businesses stay visible throughout the year.

Business Spotlight: \$100

Feature your business through a dedicated post on both the Northeast Ohio Sportsman's Show Facebook and Instagram pages.

Includes:

- Dedicated Facebook post
- Dedicated Instagram post
- Business photo or logo
- Business overview
- Website link when applicable
- Social media tagging when applicable

Great for:

- Retail stores
- Outfitters
- Lodging providers
- Campgrounds
- Restaurants
- Service businesses
- Manufacturers
- New businesses

A Business Spotlight is an affordable way to introduce your business, promote an offer, or increase awareness with a targeted outdoor audience. Only 12 spotlights are available annually and are available on a first-come, first-serve basis.

Featured Business Blog Post: \$150

Tell your story through a dedicated blog post on OhioSportsmansShow.com.

Includes:

- Website article
- Business overview
- Photos
- Website link
- Contact information
- Social media promotion

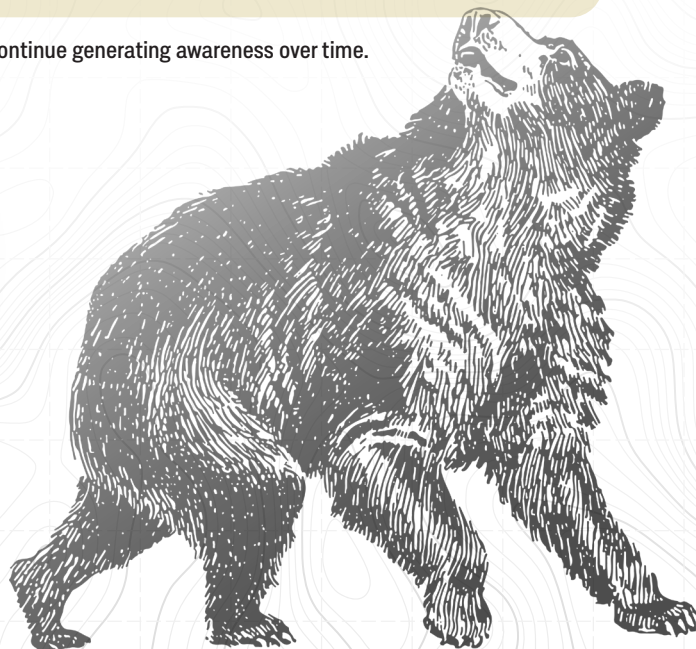
Ideal for:

- Family-owned businesses
- Unique business stories
- New product launches
- Service providers
- Outfitters and guides
- Local destinations

Unlike a one-time ad, a blog post remains on the website and can continue generating awareness over time.

Year-Round Visibility

The Northeast Ohio Sportsman's Show is becoming more than a three-day event. By combining Field Guide advertising, website advertising, social media promotion, and content marketing, businesses can connect with customers before, during, and after the show.





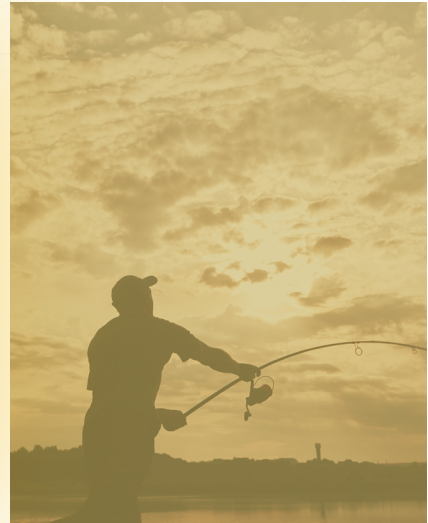
northeastohiosportsmanshow ...

Experience the largest annual gathering of hunting and fishing enthusiasts in Northeast Ohio at The Northeast Ohio Sportsman Show.

Business Spotlight



*Your
Business
Here!*



northeastohiosportsmanshow

Check out this local business
[on our blog!](#)

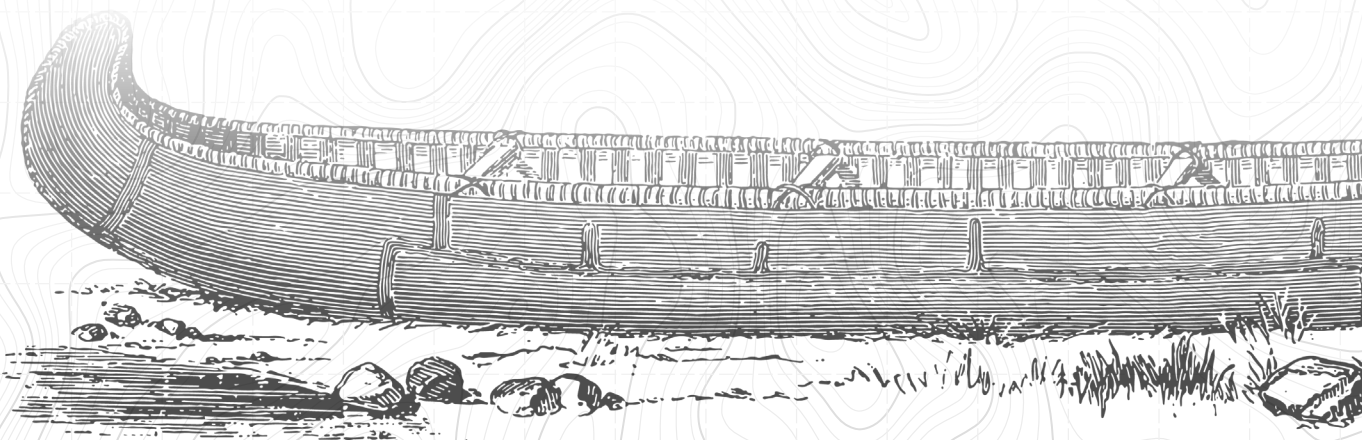
Featured Business Blog Post



**Premier
Outdoor
Supply**

1234 Sportsman Way, Northeast OH, 43210
(123) 456-7890 · www.po-supply.com
Booth: A123

Premier Outdoor Supply is the area's foremost supplier whose newest innovations are changing the game for hunters. Come visit their booth to see for yourself! An exclusive deal is available to anyone who stops by their booth at the Northeast Ohio Sportsman Show where they will be available to showcase their latest gear and give hands-on demonstrations on how you can up your game this season. Read on below to see how the specs compare to what's on the market and why your current gear might be holding you back.



RECOMMENDED ADVERTISING PACKAGES

Multiple Ways to Reach Your Audience

Every business has different goals and budgets. These recommended packages show how print, digital, and social media advertising can work together to increase visibility.

Basic Visibility Package

Feature your business through a dedicated post on both the Northeast Ohio Sportsman's Show Facebook & Instagram pages.

Includes:

- 1/3 Page Field Guide Ad
- Local Business Directory Listing

A strong entry-level option for local businesses wanting to reach show attendees and visitors.

Enhanced Visibility Package

Includes:

- 1/2 Page Field Guide Ad
- Local Business Directory Listing
- Three months of Standard Website Banner Advertising

Designed for businesses wanting more exposure before, during, and after the show.

Premium Visibility Package

Includes:

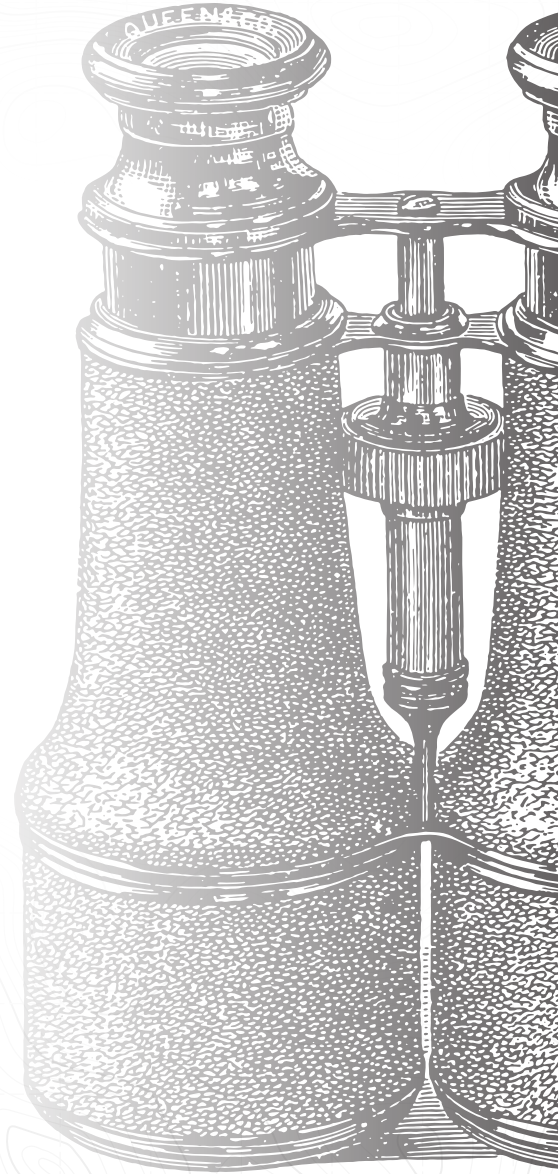
- Full Page Field Guide Ad
- Local Business Directory Listing
- Six months of Standard Website Banner Advertising
- Business Spotlight (If available)
- Featured Business Blog Post (If available)

A strong multi-channel package that combines print, website, social media, and content marketing.

Why Combine Multiple Channels?

Some attendees will find your business in the Field Guide. Others may visit the website, see your social post, or read your featured article. The strongest advertisers create multiple touchpoints throughout the year.

The Northeast Ohio Sportsman's Show is building a broader advertising platform designed to provide value beyond show weekend.



RESERVE YOUR PLACEMENT

Ready to Reach Thousands of Outdoor Enthusiasts?

The Northeast Ohio Sportsman's Show connects businesses with one of the region's most targeted outdoor audiences. Whether your goal is brand awareness, product promotion, website traffic, or local visibility, our print, digital, and social media advertising opportunities can help you reach the right audience.

Advertising Opportunities Available

Field Guide Advertising

- 1/3 Page Ads
- Half Page Ads
- Full Page Ads
- Center Spread
- Inside Front Cover
- Inside Back Cover
- Outside Back Cover

Website Advertising

- Local Business Directory Listings
- Hospitality Directory Listings
- Standard Banner Ads
- Featured Banner Ads

Social Media & Content Marketing

- Business Spotlights
- Featured Business Blog Posts

Premium Placements

Premium placements are limited and available on a first-come, first-served basis.

These include:

- Center Spread
- Inside Front Cover
- Inside Back Cover
- Outside Back Cover
- Featured Website Banner Placements

Businesses interested in premium placements are encouraged to reserve early.

Advertising Deadline

All advertising materials must be submitted by: **November 15, 2026**

This allows time for review, production, and printing of the 2027 Field Guide.

File Requirements

- Print-ready PDF preferred
- High-resolution artwork required
- CMYK color required
- Advertisers are responsible for final proofing

Previous Advertisers & Exhibitors

Previous advertisers and exhibitors will receive priority placement consideration whenever possible.



Let's Build the Future Together

The Northeast Ohio Sportsman's Show is investing in stronger community engagement, expanded marketing, improved attendee experiences, and increased opportunities for exhibitors and advertisers.

We invite you to be part of the next chapter.



Northeast Ohio **SPORTSMAN** **SHOW**

Contact Information:

Mary Witzky

440-220-8334
marykhevents@gmail.com

Brian Geiser

330-317-1998
briankhevents@gmail.com

OhioSportsmansShow.com

**January 14-16, 2027
Mt. Hope Event Center
Mt. Hope, Ohio**

Thank you for your support of the
Northeast Ohio Sportsman's Show.