

Festivals & Events in Ontario Guide 2012-2013 EDITION



**Digest-Sized, Easy-to-Carry, Full-Colour Publication
Covering Events from April 1, 2012 to March 31, 2013**

Distribution of 250,000 in March 2012 - Readership of Over 750,000

- 150,000 to 300+ Ontario Travel Centres and local/regional/CAA Information Centres
- Direct mail campaign to industry, media, consumers and corporations
- 100,000 distributed throughout Ontario by CTM and FEO
- E-Magazine posted on FEO and Ontariotravel.net websites
- Fulfillment for guides through www.Ontariotravel.net 1-800-ONTARIO & www.festivalsandeventsontario.ca 519-537-2226

Events Guide 2012 Advertising Rates and Dimensions (Rates DO NOT Include Ad Production)

Ad Space Deadline is **Dec. 2/2011**. Ad Artwork Must be Received by **Dec. 16/2011**.

Advertisement	Specifications - Guide Trim Size = 5-3/8"w x 8-3/8"h	2012 Member Early Bird - Ends Oct. 31/11	2012 Member Regular Rates Nov. 1/11	2012 Non-Member Rates
Outside Back Cover	Full-bleed: 5-3/8" wide x 8-3/8" high + 1/8" bleed all around	\$ 6,929	\$ 7,619	\$ 9,129
Inside Front/Back Cover	Non-bleed: 4-7/8" wide x 7-7/8" high or Full-bleed: 5-3/8" wide x 8-3/8" high + 1/8" bleed all around	\$ 5,679	\$ 6,279	\$ 7,539
Inside Front/Back Adjacent (higher gloss paper)	Non-bleed: 4-7/8" wide x 7-7/8" high or Full-bleed: 5-3/8" wide x 8-3/8" high + 1/8" bleed all around	\$ 5,279	\$ 5,809	\$ 6,969
Full Page	Non-bleed: 4-7/8" wide x 7-7/8" high or Full-bleed: 5-3/8" wide x 8-3/8" high + 1/8" bleed all around	\$ 4,899	\$ 5,429	\$ 6,519
1/2 Page Horizontal	4-3/8" wide x 3-5/8" high	\$ 2,509	\$ 2,809	\$ 3,369
1/4 Page Vertical	2-1/8" wide x 3-5/8" high	\$ 1,269	\$ 1,419	\$ 1,699

All advertisers have an opportunity to submit ONE thumbnail image next to listing - high resolution 300 dpi JPEG format please.
Please submit all artwork and images to Debbie Mann at: debbie@festivalsandeventsontario.ca


ADVERTISER INFORMATION

Organization/Advertiser _____ Contact Name _____
 Address _____ City _____ Province _____ Postal Code _____
 Telephone _____ Fax _____ Email _____

INSERTION DETAILS

Ad Size _____ Rate (as shown) \$ _____ Add 13% HST \$ _____ Total Due \$ _____
 Type of Payment: Invoice Cheque VISA MasterCard Amex
 Card Number _____ Exp. **MM** / **YY** Code _____
 Card Holder Name _____ Signature for CC _____

I authorize the purchase and insertion of advertising in the Festivals & Events in Ontario Guide 2012 Edition and I agree with the terms and conditions of this offer.
Payment Terms: Early Bird payment and non-member rates due on signing of contact; regular rates 50% due upon signing of contract; balance due net 30 days.
 2% interest per month on overdue accounts.

 Advertiser Signature _____ Date **MM / DD / YY** _____

For more information, contact **Debbie Mann** at
debbie@festivalsandeventsontario.ca
 Phone: (519) 537-2226 Fax: (519) 537-7226
 5 Graham Street, Suite 301, Woodstock, ON N4S 6J5

