

# FEO 2016-2017 Advertising Opportunities

## PRINT Advertising:

### Festivals & Events in Ontario Guide 2017-2018 EDITION

**Digest-Sized, Easy-to-Carry, Full-Colour Publication  
Covering Events from April 1, 2017 to March 31, 2018**

**Distribution of 250,000 in March 2017 - Readership of Over 500,000**

- 70,000 copies to 300+ Ontario Travel Centres and local/regional/CAA Information Centres
- Direct mail campaign to industry, media, consumers and corporations
- 155,000 distributed throughout Ontario by CTM and FEO
- E-Magazine posted on FEO and Ontariotravel.net websites
- Fulfillment for guides through Ontariotravel.net 1-800-ONTARIO and festivalsandeventsontario.ca



**Add a  
Coupon & Track  
Your ROI!**



**Buy  
From FEO  
Members!**

## 2017 Directory of Suppliers

**The "It List" Shopping Directory Used by Festival and Event Planners in Ontario**

**Distribution of 2,000 in March 2017**

Join the growing numbers of leading innovators, product leaders, idea makers and entertainment specialists who promote services and expertise to assist in making festivals and events a huge success.

This regional Directory of Suppliers is a recognized and well-used resource book and will be distributed to FEO's extensive database and contact network, including:

- Festival & Event Planners
- Tourist Authorities
- Economic Development Departments
- Chambers of Commerce
- Visitor & Convention Bureaux
- Business Associations
- Municipal Governments
- Corporate Sponsors
- Corporate Ontario
- Non-Profit Organizations
- Parks & Recreation Departments
- Service Organizations



# FEO 2016-2017 Advertising Opportunities

## DIGITAL Advertising:



Focus On  
Your Target  
Audience

## E-Advertising on FEO's Website

Looking to Focus Your Business or Festival to a Target Audience?

Over 5,000 Page Views per Week

Festivals & Events Ontario offers e-advertising on its website. This is a highly effective and targeted way to increase your visibility, increase web traffic and increase your bottom line in the festivals/events industry.

- Consumer-friendly design and navigation
- Option for animated .GIF
- Limited banner ad space, for more visual impact
- Each banner is sold on a 6 ad rotation to increase visibility

## FEO e-News

Keeping Our Members Informed of Upcoming Events, Industry Trends, Annual Conference and More

Published Six Times/Year - Circulated to More Than 1,012 Member Contacts

FEO e-News focuses on the latest news to keep our members informed of upcoming events, industry trends, annual conference, announcements, professional development and other membership information. Non-cluttered and concise, FEO e-News can increase your visibility, increase web traffic and help grow your business.

A great opportunity to connect with FEO members directly via their inbox!

Connect  
With FEO  
Members

- **Top Billing** - Premier position with top exposure and quality traffic
- **Top Right Banner** - Excellent exposure in the body, bringing quality traffic to your website
- **Advertorial** - Includes photo, 5-word headline, 50-word description and link to your website



For more information, **Steve** at [Stephen@festivalsandeventsontario.ca](mailto:Stephen@festivalsandeventsontario.ca)

Phone: (519) 742-2226 Fax: (519) 742-7206 [festivalsandeventsontario.ca](http://festivalsandeventsontario.ca) 625 King Street East, Suite 2A, Kitchener ON N2G 4V4

# 2016-2017 FEO Advertising Rates & Specifications

(Rates DO NOT Include Ad Production)

Advertising Opportunity	Member Early Bird	Non-Member Early Bird	Member Reg. Rates	Non-Member Reg. Rates	Member 2-Year	Non-Member 2-Year
<b>Events Guide 2017-2018 Edition</b> Ad Space Deadline is Jan. 3, 2017. Ad Artwork Must be Received by Jan. 9, 2017						
Guide Trim Size: 5.375" w x 8.375" h File format preferred: High res. PDF, 300 dpi, CMYK colour space. Word and Corel Draw files cannot be accepted.						
All advertisers have an opportunity to submit <b>ONE thumbnail photo</b> next to one listing - high resolution 300 dpi JPEG format please.						
Outside Back Cover 5.375" w x 8.375" h + 1/8" bleed	\$ 8,079	\$ 9,291	\$ 8,249	\$ 9,486	\$ 14,138.25	\$ 16,601.11
Inside Front/Back Cover 5.375" w x 8.375" h + 1/8" bleed	\$ 6,659	\$ 7,658	\$ 6,799	\$ 7,819	\$ 11,653.25	\$ 13,682.99
Inside Front/Back Adjacent 5.375" w x 8.375" h + 1/8" bleed	\$ 6,159	\$ 7,083	\$ 6,289	\$ 7,232	\$ 10,778.25	\$ 12,656.61
Full Page 5.375" w x 8.375" h + 1/8" bleed	\$ 5,759	\$ 6,623	\$ 5,879	\$ 6,761	\$ 10,078.25	\$ 11,831.49
1/2 Page Horizontal 4.375" w x 3.625" h	\$ 2,979	\$ 3,426	\$ 3,039	\$ 3,495	\$ 5,213.25	\$ 6,115.99
1/4 Page Vertical 2.125" w x 3.625" h	\$ 1,509	\$ 1,735	\$ 1,539	\$ 1,770	\$ 2,640.75	\$ 3,097.24
Regional Index Banner 4.375" w x 1" h	\$ 1,059	\$ 1,218	\$ 1,079	\$ 1,241	\$ 1,853.25	\$ 2,171.49
<b>Coupons MUST be Purchased in Combination with Ad</b> Coupon Size/Specs: 4.75" w x 1.3542" h, black + white, <u>no border</u>	\$ 150	\$ 150	\$ 150	\$ 150	Included	\$ 275

<b>2017 Directory of Suppliers</b> Ad Space& Artwork Deadline is Monday Dec. 12, 2016.						
Directory Trim Size: 3.375" w x 8.5" h File format preferred: High res. PDF, 300 dpi, CMYK colour space. Word and Corel Draw files cannot be accepted.						
Outside Back Cover 3.75" w x 8.5" h + 1/8" bleed	\$ 3,899	\$ 4,484	\$ 3,999	\$ 4,599	\$ 6,823.25	\$ 8,047.99
Inside Back Cover 3.75" w x 8.5" h + 1/8" bleed	\$ 2,679	\$ 3,081	\$ 2,749	\$ 3,161	\$ 4,688.25	\$ 5,532.36
Inside Front Cover 3.75" w x 8.5" h + 1/8" bleed	\$ 3,019	\$ 3,472	\$ 3,099	\$ 3,564	\$ 5,283.25	\$ 6,236.74
Full Page 3.75" w x 8.5" h + 1/8" bleed	\$ 1,949	\$ 2,241	\$ 1,999	\$ 2,299	\$ 3,410.75	\$ 4,022.99
1/2 Page Ad 2.75" w x 3.6875" h	\$ 1,099	\$ 1,264	\$ 1,129	\$ 1,298	\$ 1,923.25	\$ 2,272.11
1/4 Page Ad 2.75" w x 1.75" h	\$ 709	\$ 815	\$ 729	\$ 838	\$ 1,240.75	\$ 1,467.11
<b>Coupons *in Guide* MUST be Purchased in Combination with Ad</b> Coupon Size/Specs: 4.75" w x 1.3542" h, black + white, <u>no border</u>	\$ 150	\$ 150	\$ 150	\$ 150	Included	\$ 275

<b>FEO Website</b> Each banner is sold on a 6 ad rotation to increase visibility.						
File formats accepted: PNG, JPEG or GIF						
<b>Lead Banner Advert</b> 620px w x 100px h						
2,500 Views	\$ 110	\$ 127	\$ 115	\$ 132	\$ 192.50	\$ 231.44
5,000 Views	\$ 215	\$ 247	\$ 225	\$ 259	\$ 376.25	\$ 452.81
10,000 Views	\$ 430	\$ 495	\$ 450	\$ 518	\$ 752.50	\$ 905.63
20,000 Views	\$ 860	\$ 989	\$ 900	\$ 1,035	\$ 1,505.00	\$ 1,811.25
25,000 Views	\$ 1,090	\$ 1,254	\$ 1,125	\$ 1,294	\$ 1,907.50	\$ 2,264.06
30,000 Views	\$ 1,310	\$ 1,507	\$ 1,350	\$ 1,553	\$ 2,292.50	\$ 2,716.88
<b>Side Banner Advert</b> 310px w x 216px h						
2,500 Views	\$ 60	\$ 69	\$ 65	\$ 75	\$ 105.00	\$ 130.81
5,000 Views	\$ 115	\$ 132	\$ 125	\$ 144	\$ 201.25	\$ 251.56
10,000 Views	\$ 220	\$ 253	\$ 250	\$ 288	\$ 385	\$ 503.13
20,000 Views	\$ 430	\$ 495	\$ 500	\$ 575	\$ 752.50	\$ 1,006.25
25,000 Views	\$ 575	\$ 661	\$ 625	\$ 719	\$ 1,006.25	\$ 1,257.81
30,000 Views	\$ 665	\$ 765	\$ 750	\$ 863	\$ 1,163.75	\$ 1,509.38

<b>FEO e-News Newsletter</b> Published 6 times per year. Prices are quoted per issue of FEO e-News.						
File formats accepted: PNG, JPEG, TIFF or GIF						
Top Billing (6 issues) 600px w x 150px h	\$ 300	\$ 345	\$ 325	\$ 374		
Top Right Banner (6 issues) 220px w x 140px h	\$ 200	\$ 230	\$ 225	\$ 259		
Advertorial (per issue) 500px w x 400px h	\$ 129		\$ 149			

# 2016-2017 FEO Advertising Sales Contract

## Advertiser Information

Agency (if submitting booking) \_\_\_\_\_  
Organization/Advertiser \_\_\_\_\_ Contact Name \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

## Insertion Details & Payment

### Print Advertising:

Events Guide - Ad Size \_\_\_\_\_ Rate (as shown) \$ \_\_\_\_\_ Subtotal \$ \_\_\_\_\_

Directory of Suppliers - Ad Size \_\_\_\_\_ Rate (as shown) \$ \_\_\_\_\_ Add 13% HST \$ \_\_\_\_\_

### Digital Advertising:

Website - Ad Size \_\_\_\_\_ Rate (as shown) \$ \_\_\_\_\_ **Total Due** \$ \_\_\_\_\_

e-News - Ad Size \_\_\_\_\_ Rate (as shown) \$ \_\_\_\_\_

Type of Payment: VISA MasterCard Amex Invoice Cheque

Card Number \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_ Code \_\_\_\_\_

Card Holder Name \_\_\_\_\_ Signature for CC \_\_\_\_\_

**AUTHORIZATION** - I contract irrevocably with Festivals & Events Ontario, on behalf of, and authorized by my company, to place the indicated advertisement(s) 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.

See also **Advertising TERMS of the AGREEMENT** on next page.

Advertiser Signature \_\_\_\_\_

Date \_\_\_\_\_

MM / DD / YY



For more information, contact **Steve** at [Stephen@festivalsandeventsontario.ca](mailto:Stephen@festivalsandeventsontario.ca)

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# Festivals & Events Ontario

## Advertising TERMS of the AGREEMENT

1. Space is limited. **There are no position guarantees.** The Publisher, Festivals and Events Ontario, may cancel any advertisement without notice in order to accommodate pagination. The Publisher will issue the Advertiser a cheque for the full amount paid for advertising space (no interest shall be accrued). The Publisher will return supplied materials by February 6, 2017.
2. Any bookings not fully paid by **December 12th, 2016** may be subject to cancellation without notice.
3. Payment will not be refunded if the booking is cancelled by Advertiser and/or materials are not received by the materials deadline date.
4. The Publisher may, at any time and for any reason, reject or cancel any advertisement, without limitation, even if similar advertising was previously accepted.
5. The Publisher assumes no liability for errors or omissions.
6. If advertising bears a resemblance to editorial material, the Publisher reserves the right to insert the word "advertisement" at the top of the ad, without the consent of the advertiser.
7. Any condition in an Advertiser's contract, insertion order, purchase order or the like, from an advertiser or agency that varies from the terms contained here in shall not be binding to the Publisher.
8. Materials may not be changed after submission except at the discretion of the Publisher. No material will be changed after the materials deadline date.
9. Advertising orders are accepted subject to: acts of God, work stoppage, accidents, fires or other occurrences outside the Publisher's control. The Publisher shall not be subject to any liability for failure to circulate or publish any or all of an issue due to any of these events.
10. The Publisher cannot guarantee specific layout positioning, but will consider any requests for position subject to availability. However, any commitment, whether verbal or in writing, made by the Publisher in this regard is non-binding. The Publisher has the absolute final right to determine layout positioning.
11. The advertiser agrees not to make any claims or statements in the advertising that would in any way imply endorsement by the Publisher.
12. Advertisements are accepted and published on the representation of the Advertiser or agency that they are authorized to publish the subject matter, copy and graphics. The Advertiser and/or agency, in consideration for publication of the advertisement, agree jointly and severally, to indemnify and hold harmless the Publisher from any liability, loss and expense, including court costs and attorney fees, arising out of the publication of the advertisement. Such indemnification shall include (but is not limited to) any claim or lawsuit for libel, plagiarism, copyright or trademark infringement, invasion of privacy, or any other claim that derives from the content.
13. The Publisher reserves the right to unilaterally alter, delete or exclude copy or any element of advertising, without consent of the Advertiser, which is, in the sole opinion of the Publisher, misleading, in poor taste, adverse to the public interest, or otherwise inappropriate or incompatible with the policies of the Publisher. The Publisher, in spite of this, accepts no liability whatsoever including loss of profit, even in the event of an error on the part of the Publisher.
14. Advertising agencies agree to pay all charges for advertising placed through their order, even in the event that no payment is made by the Advertiser. The Publisher has the authority to hold both the Advertiser and the agency jointly or severally liable for such monies due and payable to the Publisher. In the event of non-payment of final amount by the booking deadline, the advertisement will not be run and any deposits not returned.
15. Failure to publish the advertising cancels the insertion order. In this event any payment will be returned, but the Advertiser agrees that this does not constitute breach of contract.
16. The Advertiser acknowledges and agrees that circulation estimates are historically derived, and that the Publisher does not guarantee circulation will be exactly as estimated. Actual circulation may be more or less than estimated.
17. Materials will not be returned unless the Advertiser submits a self-addressed postage-paid envelope or a courier waybill (filled out, including account number) with their materials. Materials will otherwise be destroyed after publication date. The Publisher accepts no responsibility for the safety or condition of any materials whatsoever.



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