



FESTIVALS & EVENTS ONTARIO



2019/20 Media Planner



ABOUT FEO

Festivals & Events Ontario (FEO) has been representing the festivals and events industry in Ontario for 30 years, making sure communities continue to produce unique, quality festivals in all corners of the province. Providing education, professional development and networking while fostering a community of passionate people invested in the festival and event industry, FEO works hard to deliver membership benefits that help support the growth of the industry.

Our membership includes festivals, events, suppliers, municipalities, schools, RTOs and DMOs, students, BIAs, and everyone in between! Each member contributes to our growing community of people who know what it's like to run successful festivals and events. Together with FEO, our members have an active role in the growth of the festival and event industry in Ontario.



OUR VISION

Festivals and Events Ontario aspires to facilitate the development of an exemplary festival and events industry in Ontario and be the recognized resource to champion excellence.

QUICK FACTS:

- Office is currently located in Kitchener, Ontario
- Operates as a not-for-profit organization with four staff members
- Governed by a Board of Directors elected by the membership
- Provides festival and event organizers across the province, with a networking forum
- Offers professional development opportunities and resources aimed at encouraging professionalism and excellence in the industry
- Acts as an advocate for the industry by identifying and working towards solutions on issues such as legislation, governance, product development and more
- Also serves the interests of festival suppliers whose goods and services are of use and benefit to Ontario's festival/special event organizers
- Ontario festivals and events are estimated to annually drive \$2.3 billion in contribution to regional GDP
- Canada's festival and event industry supports 50,000 full-time jobs
- The average small festival/event supports \$424,000 in tax revenue at all three levels of government
- There are over 2,500 member events that happen across Ontario annually
- Ontario's festivals/events contribute over \$1 billion of economic impact on a yearly basis



FESTIVALS & EVENTS IN ONTARIO GUIDE

2019-2020 EDITION

**Digest-Sized, Easy-to-Carry, Full-Colour
Publication**

**Covering Events from April 1, 2019 to
March 31, 2020**

**Distribution of 200,000+ in March 2017
- Readership of Over 500,000**

- 60,000 copies to 300+ Ontario Travel Centres and local/regional/CAA Information Centres
- Direct mail campaign to industry, media, consumers and corporations
- 140,000 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



READ ONLINE

Click on the magazine to view the latest issue of **Festival & Events in Ontario** magazine in your browser for free!

ADVERTISING RATES

FEO 2019-2020 ADVERTISING OPPORTUNITIES

Advertising Opportunity	Member Early Bird (Dec 15)	Member Reg. Rates	Non-Member Reg. Rates
<p>Events Guide 2019-2020 Edition Ad Space Deadline is Jan. 18, 2019. Ad Artwork must be received by Jan. 22, 2019</p> <p>Guide Trim Size: 5.375" w x 8.375" h File format: High res. PDF, 300 dpi, CMYK colour space. Word and Corel Draw files cannot be accepted.</p> <p>All advertisers who purchase a 1/4 page or larger have an opportunity to submit ONE thumbnail photo next to one listing - high resolution 300 dpi JPEG format please.</p>			
Thumbnail Ad 2.125" w x 1.6875" h Up to 25 words, 1 photo or logo and contact info. (10% off for multiple buys)	\$525	\$616	\$669
Outside Back Cover 5.375" w x 8.375" h + 1/8" bleed	\$8,321	\$8,496	\$9,770
Inside Front/Back Cover 5.375" w x 8.375" h + 1/8" bleed	\$6,858	\$7,002	\$8,053
Inside Front/Back Adjacent 5.375" w x 8.375" h + 1/8" bleed	\$6,159	\$6,477	\$7,448
Full Page 5.375" w x 8.375" h + 1/8" bleed	\$5,931	\$6,055	\$6,963
1/2 Page Horizontal 4.375" w x 3.625" h	\$3,068	\$3,130	\$3,599
1/4 Page Vertical 2.125" w x 3.625" h	\$1,554	\$1,585	\$1,823
Regional Index Banner 4.375" w x 1" h	\$1,090	\$1,111	\$1,278



Full page



1/2 Horizontal



1/4 Vertical



Regional Index
Banner



Thumbnail Ad

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 **January 18, 2019.**
2. Any bookings not fully paid by **January 22, 2019** 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 herein 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.

PUBLISH DATES

ISSUE	PUBLISH	MATERIAL DUE
2019/20	March 2019	January 22, 2019