

# FEO 2018-2019 Advertising Opportunities

## DIGITAL ADVERTISING:

### 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 and 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



Focus On Your Target Audience

### FEOe-News

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

Published Six Times/Year - Circulated to More Than 1,300 Member Contacts

FEO e-News focuses on the latest news to keep our members informed. 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 your web traffic and help grow your business. A great opportunity to connect with FEO members directly via their inbox!

- **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 website link.



Connect With FEO Members

# 2018-2019 FEO Advertising Rates and Specifications

(Rates DO NOT Include Ad Production)

**FEO Website** Each banner is sold on a six(6) ad rotation to increase visibility  
 File formats accepted: PNG, JPEG or GIF

<b>Lead Banner Advert</b> 620px w x 100px h	MEMBER RATES	NON-MEMBER RATES	MEMBER 2-YEAR	NON-MEMBER 2-YEAR
<b>2,500 Views</b>	\$ 115	\$ 132	\$ 192.50	\$231.44
<b>5,000 Views</b>	\$ 225	\$ 259	\$ 376.25	\$ 452.81
<b>10,000 Views</b>	\$ 450	\$ 518	\$ 752.50	\$ 905.63
<b>20,000 Views</b>	\$ 900	\$ 1,035	\$ 1,505	\$ 1,811.25
<b>25,000 Views</b>	\$ 1,125	\$ 1,294	\$ 1,907.50	\$ 2,264.06
<b>30,000 Views</b>	\$ 1,350	\$ 1,553	\$ 2,292.50	\$ 2,716.88
<b>Side Banner Advert</b> 620px w x 100px h	MEMBER RATES	NON-MEMBER RATES	MEMBER 2-YEAR	NON-MEMBER 2-YEAR
<b>2,500 Views</b>	\$ 65	\$ 75	\$ 105	\$130.81
<b>5,000 Views</b>	\$ 125	\$ 144	\$ 201.25	\$ 251.56
<b>10,000 Views</b>	\$ 250	\$ 288	\$ 385	\$ 503.13
<b>20,000 Views</b>	\$ 500	\$ 575	\$ 752.50	\$ 1,006.25
<b>25,000 Views</b>	\$ 625	\$ 719	\$ 1,006.25	\$ 1,257.81
<b>30,000 Views</b>	\$ 750	\$ 863	\$ 1,163.75	\$ 1,509.38

**FEO e-News Newsletter** Published 6 times per year. Prices quoted per issue.  
 File formats accepted: PNG, JPEG or GIF

<b>Top Billing</b> (6 issues) 600px w x 150px h	\$ 325	\$ 374		
<b>Top Right Banner</b> (6 issues) 220px w x 140px h	\$ 225	\$ 259		
<b>Advertorial</b> (per issue) 500px w x 400px h	\$ 149			

# 2018-2019 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

### Digital Advertising:

Website - Ad Size _____	Rate (as shown) \$ _____	Subtotal	\$ _____
e-News - Ad Size _____	Rate (as shown) \$ _____	13% HST	\$ _____
		<b>Total Due</b>	<b>\$ _____</b>

**Type of Payment:**    **VISA**    **MasterCard**    **Amex**    **Invoice**    **Cheque**

Card Number \_\_\_\_\_ Exp. \_\_\_\_\_ / \_\_\_\_\_ CW 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.

**Payments Terms** - Early Bird payment and non-member rates due on signing of contract, 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 / YEAR

**Submit By Email**

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

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

# Festivals & Events Ontario

## Advertising TERMS of the AGREEMENT

1. Space is limited. There are no position guarantees. Festivals and Events Ontario, may cancel any advertisement without notice. The Publisher will issue the Advertiser a cheque for the full amount paid for digital advertising space (no interest shall be accrued).
2. Any bookings not fully paid 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, from an advertiser or agency that varies from the terms contained here in shall not be binding to the Publisher.
8. 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 digitally post any or all of an issue due to any of these events.
9. The advertiser agrees not to make any claims or statements in the advertising that would in any way imply endorsement by the Publisher.
10. Advertisements are accepted and posted 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.
11. 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.
12. 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.
13. 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.
14. The Advertiser acknowledges and agrees that page view estimates are historically derived, and that the Publisher does not guarantee page views will be exactly as estimated. Actual page views may be more or less than estimated.