

THE FEO INFORMER

REACH 2,300

FESTIVAL AND EVENT PLANNERS

EACH WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.


E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.


F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.


A



B



C



What's happening: A 2010-11 Canadian cultural calendar
 The Wall Street Journal
 VirtualTourist.com may have put Toronto's Royal Ontario Museum and its massive crystalline addition on its Top 10 Ugliest Buildings list, but that doesn't stop it from being a must see for events and exhibits. Add it to Quebec Winter Carnival, Calgary Stampede, maple syrup festivals and Canada Day and you get an idea of the best cultural events in Canada from coast to coast. [MORE](#)


Ontario festivals kick off the holidays
 Travel
 Lighter Camera Action! Family friendly festivals and events are lighting up Ontario's holiday season and giving families an excuse to travel — out of town or just downtown. The best part is most of these events and displays are free. [MORE](#)

How much do Canadians love hockey?
 The Wall Street Journal
 When airlines announce the start of boarding, passengers nearly always respond the same way: They eagerly line up to claim their seats. But on a Sunday afternoon last February, the passengers for Air Canada Flight 112 didn't move. They refused to get on the plane. The reason? They were watching a hockey game. But, it wasn't just any hockey game, to be sure. [MORE](#)

Alight at Night celebrates 10 years bright
 SeawayNews
 Upper Canada Village's "Alight at Night Festival" is celebrating its 10th anniversary. The festival plans to deliver an entertaining and fun-filled event for the 40,000 visitors who are expected to visit the 60-acre heritage attraction over the coming holiday season. A renowned outdoor living history museum in the summer, this Ontario treasure has become home to one of the province's largest winter lights festivals over the last decade. [MORE](#)

Small rise seen for Ottawa tourism
 Ottawa Citizen
 The Conference Board of Canada predicts the number of people visiting the nation's capital for overnight stays will increase a modest 2.5 percent in 2011, despite the opening of the new Ottawa Convention Centre in April. According to Greg Hermus, associate director of the Canadian Tourism Research Institute at the Conference Board, Ottawa would have fared far worse without the new facility as a sluggish economy continues to dampen travel intentions. [MORE](#)


C1



Strengthening Ontario's cultural tourism
 Northumberland View
 Ontario is increasing support for cultural events and attractions that draw visitors from around the world and help local economies. The province is investing \$10 million over three years in the Ontario Cultural Attractions Fund to help not-for-profit cultural and heritage organizations promote and present unique events that attract new audiences. [MORE](#)

City begins 'cultural mapping' project
 Northern Life
 Arts and culture was identified as a driving "engine" in greater Sudbury when a strategic plan was completed by the city, said Stephen Caruso, the city's business development officer. He said unless the city can monitor its cultural resources, there is no way to measure their strengths and weaknesses. Thanks to funding from the provincial government, the city has been able to hire a contractor who will consolidate




E



NEED TICKETS FOR AN UPCOMING EVENT?
 NEED TICKETS FOR AN UPCOMING EVENT? Contact the Ticket People! Weldon, Williams & Lick Printing has your ticketing solution! An industry leader in event ticket printing for more than 110 years! [MORE](#)

D

PRODUCT SHOWCASES

<p>BBQ Catering Toronto</p>  <p>Welcome to an authentic Southern-style BBQ by The BBQ Gourmet Food Company. Since 1994, we have been spreading the gospel of real bbq. We produce unique catering affairs, offering bbq products from juicy 1/2lbs hamburgers to grilled steak and seafood. Our specialty and passion remains the slow-smoked meats and traditional side dishes from the south. More info</p>	<p>Giraffe</p>  <p>The 22 foot tall giraffe is gorgeous to see and fun to play in. Your kids will bounce through a safari in this airbounce that is covered with beautiful murals. More info</p>	<p>Clearimage Vinyl Wristbands</p>  <p>Vinyl wristbands are the premium choice for secure crowd control and identification. Constructed of multi-layered vinyl for unbeatable strength, durability, and comfort. Vinyl wristbands are waterproof and more durable and secure than Tyvek and plastic wristbands. Ideal for multi-day use and/or rugged wear. Feature a locking plastic snap to prevent transfer. More info</p>
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F

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Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 2,300 festival and event planners (one 90 day cycle)

* Prices do not reflect applicable taxes



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1500

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Callout Text Ad
\$1000

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Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$1000

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Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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THE FEO INFORMER, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO FESTIVAL AND EVENTS PLANNERS ACROSS CANADA.

The Feo Informer tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of festival and event industry professionals. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

THE FEO INFORMER
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN THE FEO INFORMER:



CREDIBLE SOURCE

For over 23 years, our members have turned to the association as the informational authority of the industry. Advertising in The Feo Informer solidifies your place among weekly information provided to FEO members.



TARGETED DISTRIBUTION

Advertising in The Feo Informer allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to The Feo Informer have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, The Feo Informer ensures your ad will be every week by our 2,300 subscribers.



AFFORDABLE

Advertising in The Feo Informer is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of the FEO Informer has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in the FEO Informer.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.