

IFEA EVENT INSIDER

REACH

6,300

FESTIVAL AND EVENT PLANNERS

EVERY 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.

The screenshot shows the IFEA Event Insider website with several advertising placements:

- A (Leaderboard):** A banner at the top for "Printing up Excitement for over 110 years!" with subtext "Event Tickets - Roll Tickets - Credentials - Parking Solutions".
- B (Skyscraper):** A vertical sidebar ad for "Ticket People" listing services like "Season Tickets", "Workbands", "Parking Passes", "Roll Tickets", and "Redemption Tickets".
- C (Banner):** A banner for "ARIZONA CENTRAL INSURANCE AGENCY" with contact information and a tagline "Specializing In General Liability Insurance Fast & Easy".
- C/1 (Banner):** A banner for "MARCATO FESTIVAL" with the tagline "FESTIVAL MANAGEMENT SOFTWARE THAT SAVES YOU TIME, MONEY & SANITY".
- D (Product Showcase):** A section titled "PRODUCT SHOWCASES" featuring three items: "BBQ Catering Toronto", "Giraffe", and "Clearimage Vinyl Wristbands". Each item includes a photo and a short description.
- E (Callout Text Ad):** A small ad for "NEED TICKETS FOR AN UPCOMING EVENT?" with contact information for Weldon, Williams & Lick Printing.
- F (Traditional Text Ad):** A small ad for "#1 Preferred Vendor for walkie-talkie/two-way radio" with a call to action "Make Sure Your communication is reliable easy and efficient for your production!".

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 the 6,300 Festival and Events Planners (one 90 day cycle)



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

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

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



Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad
\$1000

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



Lorem ipsum dolor sit amet
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et. [More](#)

Traditional Text Ad
\$500

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

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THE IFEA EVENT INSIDER, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO FESTIVALS AND EVENTS PROFESSIONALS WORLDWIDE.

The news 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 planners worldwide, IFEA Event Insider keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

IFEA EVENT INSIDER
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN IFEA EVENT INSIDER:



CREDIBLE SOURCE

For over 50 years, our members have turned to the association as the informational authority of the industry. Advertising in IFEA Event Insider solidifies your place among weekly information provided to IFEA members.



TARGETED DISTRIBUTION

Advertising in IFEA Event Insider 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 IFEA Event Insider 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, IFEA Event Insider ensures your ad will be seen every week by our 6,300 subscribers.



AFFORDABLE

Advertising in IFEA Event Insider 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 IFEA Event Insider 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 IFEA Event Insider.



TRACK CAMPAIGN EFFECTIVENESS

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