

FOODⁱⁿCANADA

is proud to offer...

SPECIAL PRODUCT



foodTV

What is foodTV?

foodTV is a video eblast deployment, hosting and archiving service provided by the publishers of *Food in Canada* magazine.

Use foodTV to:

- > Introduce new products
- > Exhibit equipment in action
- > Demonstrate product application
- > Promote customer testimonials
- > Announce new company initiatives
- > As an educational and informational communications tool

Provide us with your video and we will deploy it as a customized eNewsletter (eblast) to our 10,000+ online subscribers (or select specific industry demographics). The URL link on the customized eNewsletter will take the interested visitor to foodincanada.com where your video will be archived by industry category indefinitely. And we will also provide full eNewsletter and web analytics — open and click-through rates along with web impressions and unique visitor counts.

+ We will provide contact information of anyone who clicks on the customized eNewsletter link or on the video itself.

100% CASL Compliant

FOR MORE INFORMATION ABOUT ADVERTISING
VISIT OUR WEBSITE www.foodincanada.com OR CONTACT:

Jim Petsis (416) 510-6775 Jpetsis@foodincanada.com |
Daniela Piccone (416) 510-6773 dpiccone@foodincanada.com



Example

Don't have a video? We can provide turn-key creative and production services. *Food in Canada's* foodTV staff can write, film, edit and produce a high definition, television quality video.

Don't wait! Get the power of video working for you today! Take advantage of this unique marketing and communication opportunity.