



[WWW.FULLSPECTRUMOTTAWA.COM](http://WWW.FULLSPECTRUMOTTAWA.COM)  
ottawa's **gathering** collective

2003-2005  
**MEDIA KIT**



**F**ull Spectrum Ottawa's mission is to utilize the tools of technology and the Internet to build and then bring together the National Capital community. Our goal is to provide useful, quality content about the city of Ottawa to help generate an even greater interest in our local organizations and businesses. In the process of reaching our goal, we aim to entertain, promote awareness, and develop an interactive relationship with our users.

In 2003, Full Spectrum Ottawa was created by two men who wanted to help make information about our city more accessible. Since then, Full Spectrum Ottawa has been developing a site that will provide millions of Internet users with in-depth, up-to-date information about Ottawa's art & culture, entertainment, food, and shopping choices. Today, Full Spectrum Ottawa covers a broad spectrum of local events and represents Ottawa's entertainment, retail, and service-oriented businesses and organizations. Full Spectrum Ottawa also develops, maintains, and promotes custom Web sites for businesses, non-profit organizations, marketing campaigns, and other special events. By combining experienced Web development techniques, software, and the marketing potential of the city guide, our team aspires for nothing less than optimal success for clients. As we move through 2004-2005, Full Spectrum Ottawa promises to continue providing quality content about the Ottawa Area. Likewise, we hope to constantly adapt to new technologies and continue making information accessible to all our users.

Full Spectrum Ottawa ***is among the first online city guides to provide in-depth coverage*** of Ottawa's art, entertainment, food, and athletic organizations. These services are provided to enhance our communities and build an even stronger interest in the Ottawa area.

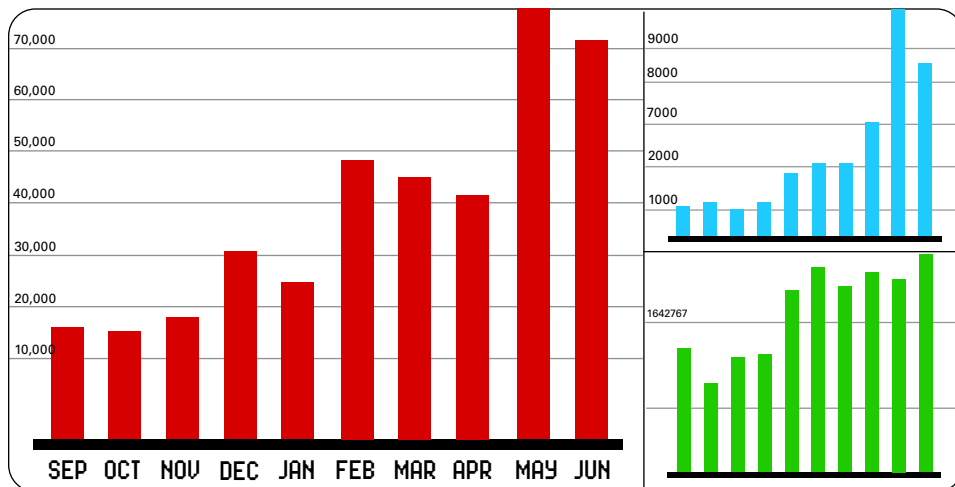
Full Spectrum Ottawa is an alternative, progressive city guide that differs greatly from other city guides yet delivers quality information a strong local audience desires. The independent, grass-root focus of Full Spectrum Ottawa effectively reaches young-minded Ottawa area professionals and consumers in a way that "*corporate*" entities do not.



Full Spectrum Ottawa's demographic focus is unique to the Nations Capital City Guide industry. A recent server log audit found that a majority of Full Spectrums users tend to be highly educated, technology-savvy professionals. Log statistics have shown that nearly 99% of our users are in post secondary school or have a degree. Other daily trends include a large loyal following from the high tech community and local internet technology and arts organizations, a larger than average proportion of female users, and a majority of users working in professional or executive occupations.

## 1.0 - Usage Statistics

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\* stats generated by webalizer on July 17, 2005

■ Page Views ■ Visits ■ KBytes

Full Spectrum Ottawa's core philosophy is to provide information on quality venues over the Internet so that everyone will have the ability to freely access information about these venues at anytime. Full Spectrum Ottawa works with local venues and organizations to develop interactive methods of promoting information and events to the general public via the Internet, as well as in the "physical world". In essence, Full Spectrum Ottawa utilizes web technology, development, and marketing to promote local interests.



The following programs are currently offered on  
[www.fullspectrumottawa.com](http://www.fullspectrumottawa.com).

***You'll want to consider signing up for our Venue Listing Program.***

## **VENUE LISTING**

Full Spectrum Ottawa's Venue Listing Program is designed for local businesses and organizations interested in permanently listing their business within Full Spectrums Arts & Entertainment, Food & Drink, Lodging, and Retail categories. A service for organizations and businesses that would like to have their businesses listed and/or their calendar of events regularly updated on Full Spectrum Ottawa.

### **ARTS & ENTERTAINMENT VENUES**

*Categories include Art Galleries, Museums, Fine Arts, Theatres, Film Houses, Clubs, and Live Music venues.*

### **FOOD & DRINK VENUES**

*Categories include Restaurants, Bars, Cafes, and Juice Bars.*

### **ATHELETICS & LIFESTYLE ESTABLISHMENTS**

*Categories include Clothes, Footwear, Furniture, Books, Music, and Specialty stores.*

## **EVENT LISTING**

Looking to post a one-time or recurring event? Have your event information listed within one of Full Spectrum Ottawa's A&E categories!

### **PROMOTIONAL GIVE AWAYS**

*The Giveaway is designed for Ottawa area organizations and promoters interested in advertising their event, product and/or service by offering ticket give aways throughout Full Spectrum Ottawa.*

**Cont. >>**



## ***E-MAIL NEWSLETTER***

Full Spectrum Ottawa will set up a Mail Machine program that stores e-mail addresses collected automatically through a digital form. With this program we can easily send mass e-mail messages/newsletters directly over the Internet using this program and our mail servers. Full Spectrum Ottawa provides Template & Custom HTML e-mail newsletter designs for promoters, producers and/or venue owners who are interested in sending out announcements (i.e. one-time events, monthly calendars, special announcements, etc.) to their e-mail lists.

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Full Spectrum Ottawa publishes sponsored articles commonly referred to as advertorials, which serve to give advertisers the opportunity to use an article format to promote their product or brand. The article is clearly marked as being sponsored to protect Full Spectrum Ottawa readers as well as the advertiser, and may be written by a Full Spectrum Ottawa author or the advertiser.



***Get your message noticed! Our ads reach thousands of city users every day - get Full Spectrum Ottawa to work for you.***

We have broken up our services into three levels. They are ***Bronze, Silver*** and ***Gold***. The services at each level are described as follows:

## **Bronze** 🏅

The ***Bronze*** level is our basic service. You will be listed under the category that best represents your business (i.e. a bar would be listed under the "entertainment/bars & pubs" section). With this entry you will also have a graphic (logo) that gives a visual representation of your business. You will have a default description of your business beside the graphic and a link to your website (if you have one) at the top right. Along with this information, you will have a more detailed description of your business that includes all relevant contact information (address, phone number, email, website etc.) that will open when the bottom right "description" link is selected. Within this window you will also be able to have up to five pictures added to make the section more pleasing to the eye.

## **Silver** 🏆

The ***Silver*** level is an upgrade of the Bronze level. It includes all services at the Bronze level plus the following:

The Silver allows us to add weekly events to your section. If you have a Lady's Night, a ½ price wing night, a band that returns every week, or any other reoccurring happening, with this level of service, we can list it in the default description section beside the graphic.

## **Gold** 🏆🏆

The ***Gold*** level is our highest service. You receive all the benefits of Silver plus the ability to list your events on the front/home page of our website(under "Blowing Up the Spot"). This service will give all visitors a quick reference to your event when they first arrive on the site. The event can be described in detail when selected from the front page.



## BANNER AD 1: 728x90

File Size: **30k**  
Looping: **Unlimited**  
Format: **Flash(SWF), GIF, JPG**  
H-Placement: **Center of page**  
V-Placement: **Bottom of page**

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## BANNER AD 2: 468x60

File Size: **30k**  
Looping: **Unlimited**  
Format: **Flash(SWF), GIF, JPG**  
H-Placement: **Center of page**  
V-Placement: **Top of page**

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## BANNER AD 3: 300x250 / 250x250

File Size: **30k**  
Looping: **Unlimited**  
Format: **Flash(SWF), GIF, JPG**  
H-Placement: **Right-Side (Home page) & Left-Side (Forum)**  
V-Placement: **Middle of page & Bottom of page**

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## BANNER AD 4: 120x600 / 160x600

File Size: **30k**  
Looping: **Unlimited**  
Format: **Flash(SWF), GIF, JPG**  
H-Placement: **Right-Side of page**  
V-Placement: **Top of page**

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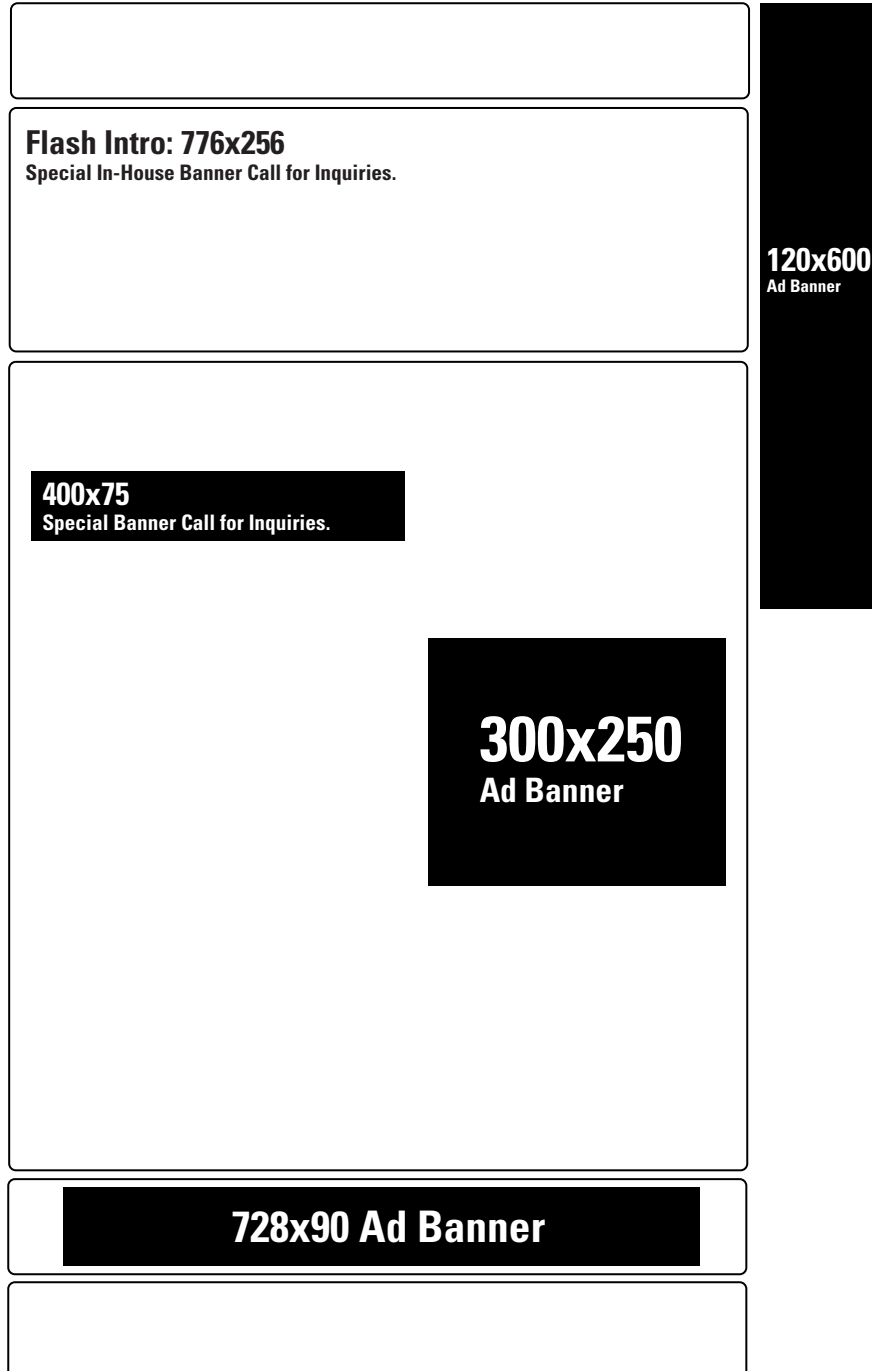
**\* NOTE:**

Some banners **require** a minimum buy of impressions. Special prices are available for local (Ottawa) music artists. E-mail us at [advertise@fullspectrumottawa.com](mailto:advertise@fullspectrumottawa.com) for more information

**or call**  
613-240-2224.



Standard Banner placement diagram for Fullspectrumottawa.com.  
\* For 468x60 placement call for more information.



***Full Spectrum Ottawa also has three special services it can provide for its clients.***

## **Advertorials**

On the left of the front/home page, after the "*Intro to Full Spectrum*" we list 4 or 5 events that will occur or are occurring in the city. For those businesses who wish to forego using our Bronze, Silver, or Gold services (*or want an added push for their event with those services*) this section can be a useful tool. This section ("*Overdose*") will give a graphic and detailed description of an event with dates, times and more. The charge is **\$149.95** and will be shown for **30 days** (*if given proper time*) prior to the event's start.

## **Sponsorship Graphic Advertisement**

At the bottom right of the front/home page is a section where a business can sponsor our site. It is a cost of **\$99.95** per month and gives you a graphic advertisement with a link to your website (*if one exists*) when the ad is selected.

## **Banner Advertisement**

At the top of our front/home page is a banner (*in flash*). There is also one for each section (*athletics / events / entertainment / dining / exposure*) of the website. We can use this area to advertise anything a business wishes. It will make an immediate impact on our visitors.

This banner is the first thing a person sees when coming to our site (or opening up one of the sections). The charge is **\$495.95** for the home page banner ad and **\$295.95** for a banner ad in a specific section of the website. We will (*if given proper time*) show the ad for **30 days** *prior to the event's commencement*.

*\*all prices do not include applicable taxes*



# CONCLUSION\_008

Whether a company wishes to use the basic or the more in-depth of our services, Full Spectrum Ottawa is a great way for a business to show a presence on the web and get the word out on any happening in Ottawa and the surrounding area. We give our clients the ability to reach thousands of people who are, as time passes, leaving the traditional print media and going online to find their entertainment and dining information.

We at Full Spectrum Ottawa are on the vanguard of this behavioral change for our nation's capital and wish to be the ones you choose for all your advertising needs online.



(613).240.2224

[advertise@fullspectrumottawa.com](mailto:advertise@fullspectrumottawa.com)

[www.fullspectrumottawa.com](http://www.fullspectrumottawa.com)

