

## Taste Toronto

BIA discount rate:

- 5 tactics purchased, get 15% discount
- 3 Instagram Single Story Slides for the 4<sup>th</sup> slide free

TasteToronto - Display Advertising		
Product	Pricing	Notes
TasteToronto - ROS Display Ads	\$15 CPM	Ads will run across the site, on both desktop and mobile.
TasteToronto - Social		
Product	Pricing	Notes
TasteToronto - Instagram Reel	\$3,500	TasteToronto will come to your venue and create a 60 to 90 second video based on client direction, and will post it in the Reels section of their IG account.
TasteToronto- Tik Tok Video	\$3,000	TasteToronto will come to your venue and create a Tik Tok video based on the latest Tik Tok video trends and client direction, and will post it to their Tik Tok feed.
TasteToronto - Instagram Post/Carousel	\$2,700	TasteToronto will post up to 7 photos. TasteToronto food photographer can take photos or client can provide photos that TasteToronto approves.
TasteToronto - Instagram Story slide x1	\$850	Client may submit 1 photo/poster/video with swipe-up text and a destination URL, and TasteToronto will post it to their Instagram Stories feed.
TasteToronto - Instagram Story slide x3	\$1,350	Client may submit 3 photo/poster/video with swipe-up text and a destination URL, and TasteToronto will post it to their Instagram Stories feed.
TasteToronto - Instagram Story Video	\$2,200	TasteToronto will come to your venue and take video footage based on your direction, to produce 5 to 7 Instagram Story slide videos, and post them to their Instagram Story feed. Include one round of video edits.
TasteToronto -Instagram - Contest	\$2,500	Engage, spread awareness and create brand loyalty with followers of TasteToronto through a sponsored Instagram Contest posted to their feed. Prize fulfilled by client, Client @mentions, preferred copy direction, up to 4 client provided photos.

TasteToronto - Advertorial		
Product	Pricing	Notes
<b>TasteToronto</b> - Sponsored Advertorial	\$2,645	The talented editorial team at TasteToronto will create a custom Advertorial article based on a client briefing. This includes a push via Taste Toronto's Instagram Stories to the article.
<b>TasteToronto</b> - Sponsored Recipe	\$2,645	The talented editorial team at TasteToronto will create a custom recipe based on the client's food/beverage product. This includes a push via Taste Toronto's Instagram Stories to the article.
TasteToronto - Newsletter		
Product	Pricing	Notes
<b>TasteToronto</b> - Newsletter-Feature	\$2,145	The TasteToronto food newsletter is sent to 120,000+ Toronto Foodie subscribers with a 45% average open rate. Client can have placement within the newsletter using an ad that appears as an organic "top story" designed in house by the Taste Toronto creative team. Client can provide a desired click URL for the ads.
<b>TasteToronto</b> - Newsletter-Highlight	\$2,000	The TasteToronto food newsletter is sent to 120,000+ Toronto Foodie subscribers with a 45% average open rate. Client can have placement within the newsletter using an tile ad that appears as an organic "weekly favourite story" designed in house by the Taste Toronto creative team. Client can provide a desired click URL for the ads.

EXAMPLE TasteToronto x TABIA Package		
Product	Pricing	Notes
<b>TasteToronto</b> - Instagram Reel	\$3,500	TasteToronto will come to your venue and create a 60 to 90 second video based on client direction, and will post it in the Reels section of their IG account.
<b>TasteToronto</b> - Instagram Post/Carousel	\$2,700	TasteToronto will post up to 7 photos. TasteToronto food photographer can take photos or

		client can provide photos that TasteToronto approves.
<b>TasteToronto</b> - Instagram Story slide x3	\$1,350	Client may submit 3 photo/poster/video with swipe-up text and a destination URL, and TasteToronto will post it to their Instagram Stories feed.
<b>TasteToronto -Instagram - Contest</b>	\$2,500	Engage, spread awareness and create brand loyalty with followers of TasteToronto through a sponsored Instagram Contest posted to their feed. Prize fulfilled by client, Client @mentions, preferred copy direction, up to 4 client provided photos.
<b>TasteToronto - Sponsored Advertorial</b>	\$2,645	The talented editorial team at TasteToronto will create a custom Advertorial article based on a client briefing. This includes a push via Taste Toronto's Instagram Stories to the article.
<b>Total:</b>	<b>\$12,695</b>	
<b>Total with BIA Discount:</b>	<b>\$10,790</b>	