



Free Impressions Inc.

*Maximizing exposure  
to charities in the  
digital environment.*

**Free Impressions Inc.**  
38 Castlebury Crescent  
Toronto, Ontario  
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### *Build Your Brand Online*

Free Impressions brings cost effective online solutions to charities. Our knowledge of the Internet space and desire to bring value to charities is an excellent opportunity to build your online presence. Here is how we do it.

- FI Develops relationships with a web of new media companies to fill unused advertising slots.
- FI negotiates rates and technical costs and passes the savings to charities.
- FI provides creative and consulting services to the charities, developing their online campaigns.

### *Why the Internet?*

Online advertising is a medium that is continually evolving and is proving successful to many advertisers. There are lots of opportunities for charities.

### *Reach Your Audience*

Consumers are becoming more reliant on using the Internet for day-to-day needs. Heavy Internet users represent people that are an extremely attractive target. They are educated, make more money and are in the formidable years of their life. The Internet holds great potential to increase your donor base and create a one-to-one relationship with this target.

### *Cost Effective Advertising*

Your campaigns get exposure on top tier websites with guaranteed impressions. Costs associated with your campaign are a fraction of what normal advertisers pay, making this an excellent way to increase your message.

### *Turn Key Solutions*

FI will develop your online program from beginning to end. We negotiate with portals, collaborate to develop your advertising message, and develop tactics that meet your strategy and business goals.

### *Other Services*

Even if you don't have a website, or if you want to enhance your existing site, FI will consult with your organization to help develop an effective online presence consistent with your objectives.

### *What Does FI Do?*

FI provides the following services to ensure the effectiveness of online campaigns:

- Online Consulting
- Creative Development
- Inventory Management
- Analytics

FI understands the constraints on marketing budgets today. We will make every effort to build an effective online package that is tailored to your charity's needs.

### *Who is FI?*

The FI team has been involved in the online category for a number of years. Our intimate knowledge of the industry and inner workings of media companies helped us realize the immense potential the Internet holds to bring charitable organizations to the public view.

Our network consists of top tier Internet portals. This network is continually growing, for a full list of our partner sites please visit our website at [www.FreeImpressions.net](http://www.FreeImpressions.net).

### *The FI Foundation*

Free Impressions is committed to helping charities and nonprofit organizations both online and offline. The FI Foundation has been established to accomplish this goal as FI gives back 25% of FI profits to the charities that need our support.

If you would like to arrange a meeting, please contact Sean Miller at 416-690-4445.

[www.FreeImpressions.net](http://www.FreeImpressions.net)