

FDRA + FFANY

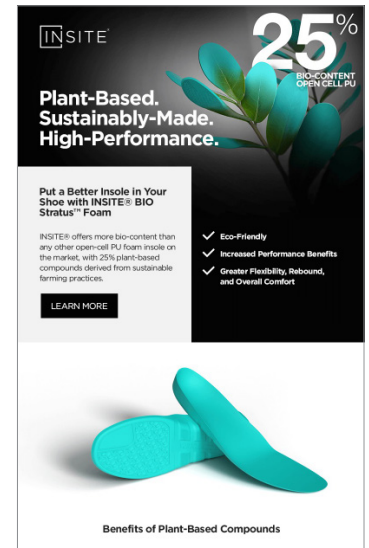
Maximize Your Message and Increase Your Showroom Traffic

through special FDRA + FFANY dedicated email blasts or Shoe-In podcast ads

Reach retailers through special FDRA + FFANY dedicated email blasts

FDRA + FFANY is offering a limited number of shoe companies the opportunity to purchase dedicated marketing emails promoting your showroom or booth.

- This special email opportunity is limited to just 5 FDRA + FFANY member companies per quarter.
- You will provide us with artwork/images and copy, we will create the email and work with you on a date and time to send.
- **Our database has over 15,000 shoe industry only subscribers – nearly every shoe executive and director across the industry is reached. Cost for one run is \$6,000, or \$10,000 for 2 runs.**



“FDRA and FFANY email blasts are the most effective and affordable way for brands to reach every major shoe retailer ahead of any trade show nationwide including FFANY market week.”

Cliff Sifford, Vice Chairman of Shoe Carnival and Chairman of FDRA + FFANY

Run creative Shoe-In Show podcast ads to expand your reach with top retailers

We are also offering a special run of 30-second spoken ads on Shoe-In Show, the industry’s weekly podcast featuring CEOs and leaders across the industry.

- Shoe-in has an average audience of 2,000 listeners each week, including leading CEOs in our industry. This is a unique, affordable opportunity to reach industry leaders.
- **Secure 4 weeks of spoken ads, placed at the opening of each Shoe-In Show episode, for just \$2,000.** We will work with you on run dates, based on availability, as well as your script.



“Advertising on Shoe-In Show is a creative way to reach industry leaders. It is how executives hear each other discuss the marketplace each week. Real and meaningful insights on how to operate in a dynamic and ever changing marketplace.”

Andy Gilbert, President of Licensed Brands, Genesco

Contact FDRA’s Andy Polk at apolk@fdra.org to maximize your message!