

FESTIVAL

2019 FESTIVAL AD RATE CARD NON-PROFITS

As a member of the non-profit arts sector, we offer your organization the opportunity to capture the attention of Toronto Fringe artists and patrons. Connect with a youthful (or young-at-heart), arts-loving, open-minded community through print and digital media:

Place a **PRINT AD** in the 2019 Fringe Program Guide



THE FRINGE PROGRAM IS:

- Full colour
- **Free** at various retail locations across the GTA
- Mailed to **donors, sponsors** and **VIPs**
- **10,000+ copies** printed and distributed
- Full of essential Fringe information
- Many people view as a **collector's item**

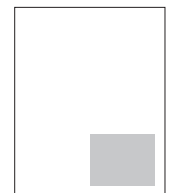
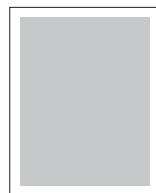
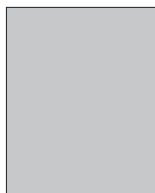
Additional specs:

- No bleed
- 300 dpi
- CMYK colour
- PDF files accepted

DEADLINE TO BOOK: April 12, 4:00pm | ARTWORK DUE: April 18, 4:00pm

* Program ads are HST exempt - all ads are offered in colour

** Space is limited!



Placement	Full page (glossy / inside cover)	Full page (matte / content)	Half page vertical	1/3 page horizontal	1/6 page
Specs	Contact for specs	7.625 x 10.125"	3.6 x 9.625"	7.375 x 3.1"	3.6 x 3.1"
Price	\$2,000	\$1,475	\$825	\$550	\$450

TORONTO
FRINGE
FESTIVAL

Place a **WEB AD** at fringetoronto.com

Your ad will run from **June 6 – July 14, 2019** on our website, which received 1,171,080 pageviews during the 2018 festival season.

Price: \$500 (*Space is limited!*)



Web ad specs:

- For JPEG - 600 x 600 px (for high-res compression)
- For GIF - 300 x 300 px
- All ads will display at 300 x 300 px

DEADLINE TO BOOK: May 27, 4:00pm | ARTWORK DUE: May 29, 4:00pm

Hang a **VINYL BANNER** at the Fringe Patio

The Fringe Patio is located outside **Scadding Court Community Centre**, taking over the parking lot and hockey rink at Dundas and Bathurst.

Choose from two prime locations:

- **Zone A:** inside the hockey rink where patrons will be drinking, mingling, spending time between shows, and deciding what to see next.
- **Zone B:** on fencing along Bathurst Street at the entrance to the Patio, with wide exposure to TTC streetcars, thousands of commuters, drivers, and the general public.



Banner Specs:

- Full colour
- 5 feet (w) x 2 feet (h)
- Include **crop marks** for the trim and **0.25" bleed** for any image printing to the edge
- Graphics should have **0.25–0.5" type safety** for important graphics away from trim

Price: \$500 (includes the cost of printing)

How to Book:

Confirm your booking by email to outreach@fringetoronto.com and call 416-966-1062 to pay over the phone by June 17, email your artwork to outreach@fringetoronto.com by June 19.

Any questions? Email Isabela at outreach@fringetoronto.com, or call 416-966-1062 ext. 225.

DEADLINE TO BOOK: June 17, 4:00pm | ARTWORK DUE: June 19, 4:00pm