

# FESTIVAL

## AFFORDABLE AD OPTIONS FOR FRINGE 2019 ARTISTS

Hey Fringers! We know that budgets are tight and you're worried about getting the word out – so we've put together three marketing opportunities with prices that are "indie arts" friendly. Capture the attention of Toronto Fringe artists and patrons and connect with a youthful (or young-at-heart), arts-loving, open-minded community.

### 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:

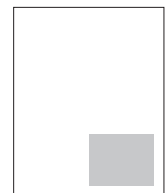
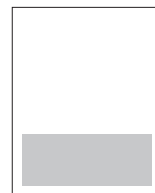
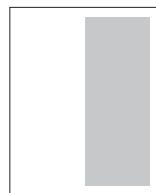
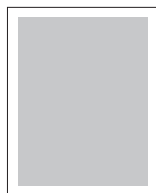
- No bleed
- 300 dpi
- CMYK colour
- PDF files accepted

#### How to Book:

Confirm your booking on Eventotron and call 416-966-1062 to pay over the phone by April 12, upload your artwork to Eventotron by April 18.

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

\* Program ads are HST exempt – all ads are offered in colour



Placement	Full page (matte / content)	Half page vertical	1/3 page horizontal	1/6 page
Specs	7.625 x 10.125"	3.6 x 9.625"	7.375 x 3.1"	3.6 x 3.1"
Price	\$900	\$525	\$400	\$300

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## Place a **WEB AD** at [fringetoronto.com](http://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: \$300**

### 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

### How to Book:

Confirm your booking on Eventotron and call 416-966-1062 to pay over the phone by April 12, upload your artwork to Eventotron by April 18.

**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: \$300** (includes the cost of printing)

### How to Book:

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

**Any questions?** Email Isabela at [outreach@fringetoronto.com](mailto:outreach@fringetoronto.com), or call 416-966-1062 ext. 225.

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