

TORONTO
FRINGE

MEDIA KIT

ADVERTISING FOR FRINGE ARTISTS



FRINGE IS NOT JUST A FESTIVAL, IT'S A MOVEMENT

HEY FRINGERS!

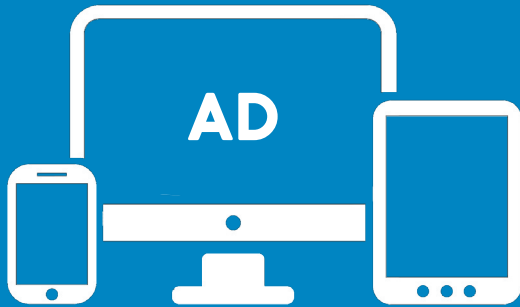
We know that budgets are tight and you're worried about getting the word out – so we've put together three marketing opportunities with prices that are "indie arts" friendly.



Place a **WEB AD** on **FRINGETORONTO.COM**

Your ad will run from June 4 – July 12, 2020 on our website, which received 1,209,949 pageviews during the 6-week on sale festival period in 2019.

ARTWORK AND PAYMENT DUE: April 17th, 4:00pm



Fringe's modern and accessible website powers the ticket sales of the festival: 82% of the 68,000 tickets issued in 2019 were via online transactions, resulting in high visibility for web ads.



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

POSTSCRIPT, the Fringe's festival patio, is located in an outdoor hockey rink at the heart of trendy Dundas West, at Dundas and Bathurst. Your banner will be placed inside the patio where patrons will be spending time between shows and deciding what to see next.

ARTWORK AND PAYMENT DUE: June 19, 4pm



**5 FEET X 2 FEET
FULL COLOUR**

POSTSCRIPT is Toronto's favourite pop-up patio. This vibrant patio welcomed 20,000+ visitors in 2019 over the course of the 12 day festival.

Place a **PRINT AD** in the 2020 Fringe Program Guide

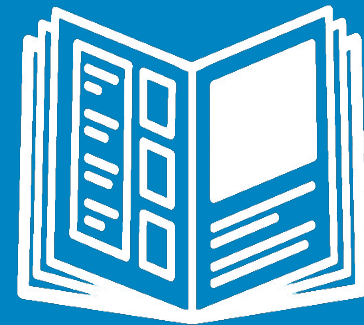
THE FRINGE PROGRAM IS:

- Free at exclusive [retail locations across the GTA](#)
- Mailed to donors, sponsors and VIPs
- 10,000+ copies printed and distributed

DEADLINE
COMING UP
SOON!

ARTWORK AND PAYMENT DUE: April 17, 4:00pm

[Click here to view the
2019 program](#)

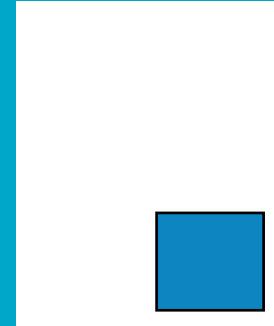
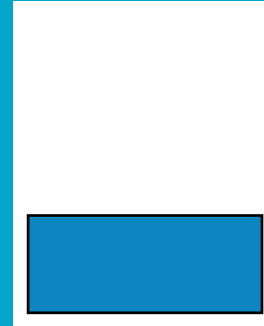
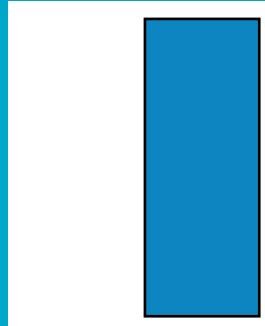
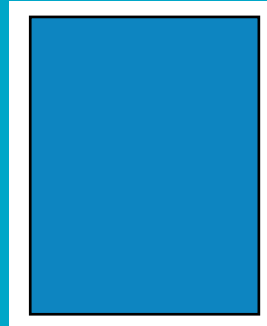


68,000+ tickets were issued during the 2019 festival, and our patron survey data shows that the majority of patrons still refer to this publication to make their choices.



MEDIA PRICES

PROGRAM AD



PLACEMENT

SPECS

PRICE

FRINGE ARTIST PRICE

Full Page (matte/ content)	Half Page Vertical	1/3 Page Horizontal	1/6 Page
7.625" (w) x 10.125"(h)	3.6" (w) x 9.625"(h)	7.375" (w) x 3.1'(h)	3.6" (w) x3.1" (h)
\$1500	\$850	\$650	\$500
\$900	\$525	\$400	\$300



WEB AD

Price: \$500-

Fringe Artist price: \$300

RUN: 6 weeks

BANNER

BANNER AD

PRICE: \$500-

Fringe Artist price \$300

(includes the cost of printing)

RUN: Full festival



SPECS

PROGRAM AD

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

BANNER AD

- 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.

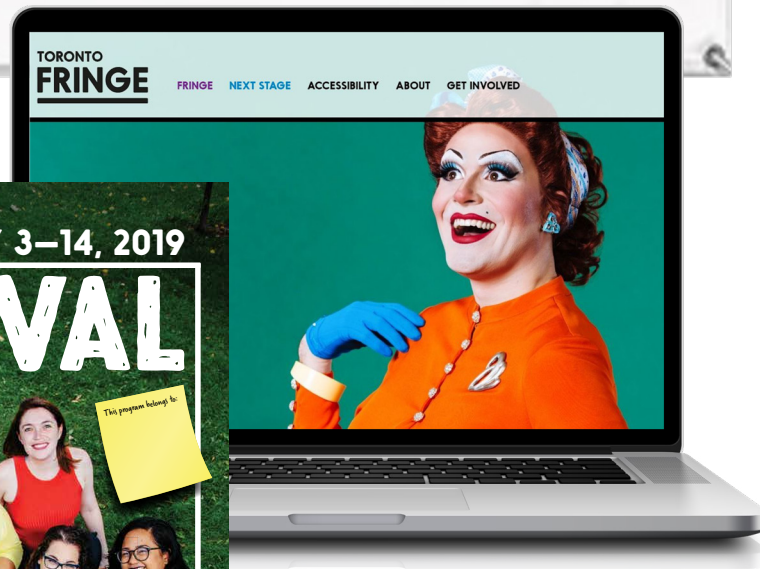
WEB AD

- JPEG or GIF
- 300 x 300 px

TORONTO FRINGE FESTIVAL

BOOK NOW!

To book, go to your Advertising tab in Eventotron. If you have questions, contact Michael at admin@fringetoronto.com or call 416-966-1062 before the deadline.



Payment accepted via Eventotron. Acceptable methods of payment: VISA and Mastercard. If you need to arrange another method of payment, please contact us ASAP.