

TORONTO  
**FRINGE**

# MEDIA KIT

JOIN THE FRINGE MOVEMENT





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

Every year we issue 68,000+ tickets over 12 days and welcome 20,000+ visitors to our patio, POSTSCRIPT.

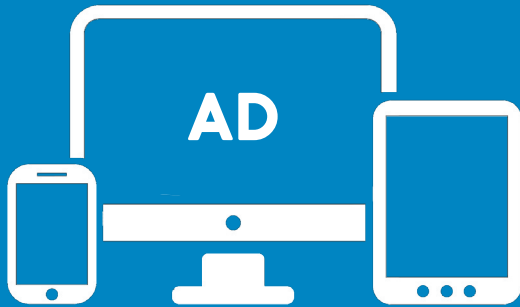
As a member of the Fringe community, we would like to offer your organization the opportunity to capture the attention of Toronto Fringe artists and patrons. Connect with a youthful/young-at-heart, arts-loving, open-minded community through print and digital media.



# 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: May 29, 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**

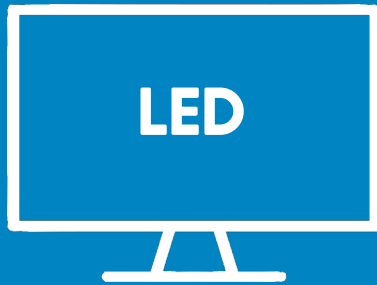
POSTSCRIPT is Toronto's favourite pop-up patio. This vibrant patio welcomed 20,000+ visitors in 2019 over the course of the 12 day festival.



# Place an ad on our **LED SCREEN** at the patio

Your ad will run on our oversize 10 foot LED screen, the focal point of the POSTSCRIPT patio. Ads will display for 30 seconds and loop every 30 minutes during patio open hours (excluding performance times and other blackout periods – contact for details).

**ARTWORK AND PAYMENT DUE: June 19, 4pm**



Your ad will be intercut with valuable Fringe content such as bar hours and programming.



# 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](#)



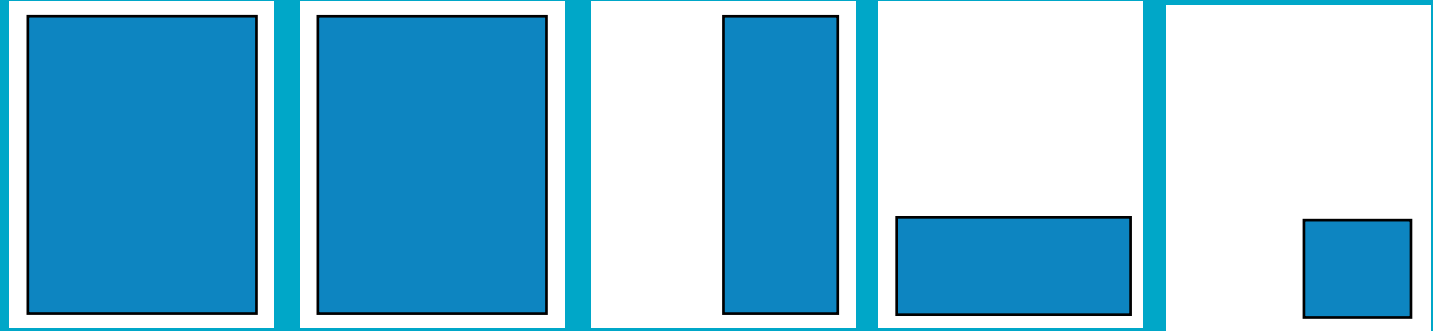
68,000+ tickets were issued during the 2019 festival, and our patron survey data shows that the majority of patrons still refer to this publication to make their choices.





# MEDIA PRICES

## PROGRAM AD



## PLACEMENT

## SPECS

## PRICE

Full Page (glossy/inside cover)	Full Page (matte/ content)	Half Page Vertical	1/3 Page Horizontal	1/6 Page
Contact for Specs	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)
\$2100	\$1500	\$850	\$650	\$500



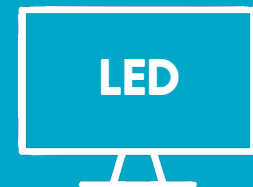
## WEB AD

PRICE: \$500  
RUN: 6 weeks

## BANNER

## BANNER AD

PRICE: \$500  
(includes the cost of printing)  
RUN: Full festival



## LED AD

PRICE: \$1000  
RUN: Full festival  
30 sec every 30 mins



# 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.

## LED AD

- 480 pixels x 360 pixels
- 4:3 aspect ratio
- JPEG or PDF

## WEB AD

- JPEG or GIF
- 300 x 300 px





# VALUE PACKAGES

## GOLD PACKAGE

- Full page print ad
- Website ad
- LED screen ad

**Full price: \$3000**

**Gold Package price: \$2500**

A savings of 17%

## SILVER PACKAGE

- 1/3 page print ad
- Web ad
- Vinyl banner ad

**Full price: \$1600**

**Silver Package price: \$1350**

A savings of 16%

## BRONZE PACKAGE

- 1/6 page print ad
- Web ad OR Vinyl banner ad

**Full price: \$1000**

**Bronze Package price: \$750**

A savings of 25%





## BOOK NOW!

Email Michael at  
[admin@fringetoronto.com](mailto:admin@fringetoronto.com)  
or call 416-966-1062  
before the deadline.



Payment accepted by e-transfer,  
credit card, or cheque.