

# WINNIPEG **FRINGE** THEATRE FESTIVAL

**JULY 15-26, 2015**

Every summer, the Winnipeg Fringe Theatre Festival showcases performing companies from around the world. For 12 days in July, the Fringe attracts thousands of people to downtown Winnipeg, offering an excellent opportunity for businesses to connect with a culturally engaged audience.

The ubiquitous printed program is a must-have for Fringers as they navigate their way through the festival. The program is often a shared resource, making its way into the hands of thousands of theatre enthusiasts. Another essential tool is the Fringe website, which has enjoyed increased traffic in recent years as Fringers choose to browse and buy online. By advertising in the printed program and on winnipeg-fringe.com, your business can deliver your message and brand to the thousands who visit the Exchange District to attend the Winnipeg Fringe Theatre Festival!

**PROGRAMS PRINTED.....12,000**  
**WEBSITE PAGE VIEWS.....650,000**  
**(12 WEEK PERIOD)**

## FESTIVAL STATISTICS

**TICKETED ATTENDANCE.....104,884**  
**OUTDOOR ATTENDANCE.....80,000-90,000**  
**VOLUNTEERS.....800-900**  
**PERFORMERS.....800-900**

### AGE

**24 AND UNDER.....12%**  
**25-34.....18%**  
**35-54.....38%**  
**55+.....31%**

### HOUSEHOLD INCOME

**UNDER \$30,000.....12%**  
**\$30,000-49,999.....20%**  
**\$50,000-100,000.....41%**  
**\$100,000+.....27%**

### EDUCATION

**GRADUATE DEGREE.....22%**  
**UNIVERSITY OR COLLEGE DEGREE.....63%**  
**HIGH SCHOOL.....15%**

### TOTAL AMOUNT OF MONEY SPENT ON A TYPICAL DAY AT THE FRINGE

**\$100+.....8%**  
**\$60-100.....13%**  
**\$40-60.....26%**  
**UP TO \$40.....53%**

**PERCENTAGE OF FRINGERS WHO SHOP OR EAT AT A BUSINESS IN THE EXCHANGE DISTRICT WHILE FRINGING: 80%**

## > Book your ad today!

1. Select the size and type of ad(s) best for you.
2. Complete and sign the advertising agreement on page 2 of this form.
3. Send the completed advertising agreement to **THOMAS URISH**

P 204 954 6413 • E turish@royalmtc.ca • F 204 947 3741  
 Royal Manitoba Theatre Centre • 174 Market Ave. • Winnipeg, MB • Canada • R3B 0P8

PROGRAM BOOKING DEADLINE • THURSDAY, MAY 21 PROGRAM ARTWORK DUE • WEDNESDAY, MAY 27  
 WEBSITE ADS WILL BE ADDED TO THE FRINGE WEBSITE AS ARTWORK IS RECEIVED

## WEBSITE ADVERTISING

**\$500**

+ 5% GST ON ALL RATES

### TECHNICAL REQUIREMENTS & FORMAT

300 pixels (wide) x 250 pixels (high) • RGB colour mode  
 JPG/PNG format (flattened) emailed to **turish@royalmtc.ca**

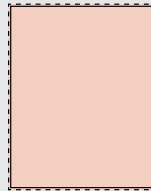
ANNUAL UNIQUE VISITORS TO  
**winnipegfringe.com:**  
**83,000**

## PROGRAM ADVERTISING

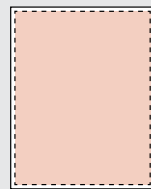
+ 5% GST ON ALL RATES

### FULL PAGE

**\$1,250**



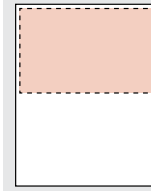
**FULL BLEED/NO BORDER**  
 Trim: 8.25" wide x 10.75" high  
 Bleed: 8.5" high x 11" high  
 Bleed includes 0.125" to all trim edges  
 Keep text within 7.75" wide x 10.25" high  
 FULL COLOUR



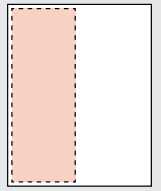
**NO BLEED/INCLUDES BORDER**  
 7.75" wide x 10.25" high  
 FULL COLOUR

### HALF PAGE

**\$800**



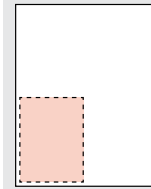
**HORIZONTAL**  
 7.75" wide x 5" high  
 FULL COLOUR



**VERTICAL**  
 3.75" wide x  
 10.25" high  
 FULL COLOUR

### QUARTER PAGE

**\$550**



3.75" wide x 5" high  
 FULL COLOUR

ALL PROGRAM AD  
 PLACEMENT IS AT  
 THE DISCRETION OF  
 FRINGE STAFF

### TECHNICAL REQUIREMENTS

Four Colour Process • Line Screen 175 • Minimum Resolution: 300 dpi

### PREFERRED ADVERTISING ART FORMATS

1. Press-ready PDF emailed to turish@royalmtc.ca
  2. JPEG, TIFF or PSD file (minimum 300 dpi) emailed to turish@royalmtc.ca
  3. CD containing any of the above listed formats mailed to Thomas Urish, Royal Manitoba Theatre Centre 174 Market Ave. Winnipeg, MB R3B 0P8
- IF NECESSARY, PLEASE INCLUDE ALL FONTS AND IMAGES WITH YOUR ADVERTISEMENT. IF UNSURE, CONTACT MARK SAUNDERS AT 204 954 0309 FOR ASSISTANCE.

## AD COMBO SPECIALS

+ 5% GST ON ALL RATES

### FULL-PAGE PROGRAM AD

**+**  
**WEBSITE AD**

**\$1,350**

### HALF-PAGE PROGRAM AD

**+**  
**WEBSITE AD**

**\$1,050**

**NOT-FOR-PROFIT &  
 FRINGE PERFORMER  
 RATE:**

**20% DISCOUNT**

# ADVERTISING AGREEMENT 2015

WINNIPEG  
**FRINGE**<sup>TM</sup>  
THEATRE  
FESTIVAL  
JULY 15-26, 2015

COMPANY NAME

CONTACT NAME

ADDRESS (STREET ADDRESS, CITY, PROVINCE/TERRITORY/STATE, COUNTRY)

POSTAL/ZIP CODE

PHONE NUMBER

FAX NUMBER

EMAIL

BILLING ADDRESS (IF DIFFERENT FROM ABOVE)

POSTAL/ZIP CODE

	AD SIZE	COST PLEASE REFER TO AD RATES	GST (5%)	TOTAL
<b>PROGRAM ADVERTISING</b> <i>Artwork Deadline: Wednesday, May 27, 2015</i>	_____	\$ _____	\$ _____	\$ _____
<b>WEBSITE ADVERTISING</b> <i>Web ads will be added to Fringe website as artwork is received</i>	300 PIXELS WIDE x 250 PIXELS HIGH	\$ _____	\$ _____	\$ _____
			TOTAL AMOUNT DUE	\$ _____

## PAYMENT

- CREDIT CARD: \_\_\_\_\_ / \_\_\_\_\_  
 CHEQUE  Visa  MasterCard  American Express EXPIRY MONTH/YEAR  
 MONEY ORDER NAME AS IT APPEARS ON CARD: \_\_\_\_\_

## TERMS AND CONDITIONS

- 1 Rates may be subject to change without notice. Contracts accepted prior to any rate change will be honoured at their contracted rate until expiry.
- 2 The Royal Manitoba Theatre Centre reserves the right to request that payment in full accompany artwork. All payments due within 30 days of invoice. Overdue accounts will be charged 2% interest.
- 3 All rates net, exclusive of agency commission and applicable taxes.
- 4 The Royal Manitoba Theatre Centre reserves the right to refuse any advertisement which is not felt to be in keeping with the publication's standards.
- 5 Rates are based on camera-ready artwork. Laser proofs and photocopies are not acceptable, as the advertiser will not be happy with the result. The Royal Manitoba Theatre Centre will be pleased to arrange the design of the ad for 15% of ad base price.
- 6 The advertiser assumes liability for the content of his/her advertisement. Advertising proof will be emailed prior to publication for ads requiring production and submitted by stated deadlines. If approval is not granted by the date requested, the publisher will assume the advertisement is satisfactory for publication.

PLEASE COMPLETE AND SIGN TWO  
COPIES. RETURN ONE COPY TO:

**THOMAS URISH**  
SALES MANAGER

ACCEPTED FOR THE ADVERTISER

DATE



ROYAL MANITOBA THEATRE CENTRE • 174 Market Avenue • Winnipeg, Manitoba • R3B 0P8  
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