

WINNIPEG **FRINGE** THEATRE FESTIVAL

JULY 17-28, 2024

PROGRAMS PRINTED.....	7,000
WEBSITE PAGE VIEWS..... (12 WEEK PERIOD)	650,000
WEBSITE UNIQUE VISITORS.....	83,000

FESTIVAL STATISTICS

TICKETED ATTENDANCE.....	98,000-105,000
OUTDOOR ATTENDANCE.....	80,000-90,000
VOLUNTEERS.....	700-800
PERFORMERS.....	800-900

AGE

35 AND UNDER.....	25%
36-49.....	20%
50-65.....	35%
65+.....	20%

HOUSEHOLD INCOME

UNDER \$30,000.....	16%
\$30,000-49,999.....	18%
\$50,000-100,000.....	39%
\$100,000+.....	27%

EDUCATION

GRADUATE DEGREE.....	25%
UNIVERSITY OR COLLEGE DEGREE.....	60%
HIGH SCHOOL.....	15%

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

\$100+.....	9%
\$60-100.....	17%
\$40-60.....	24%
UP TO \$40.....	50%

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

Advertise with us!

The 2024 Winnipeg Fringe Theatre Festival will feature 140 performing companies from Manitoba, across Canada and around the world in 30 venues in downtown Winnipeg including comedies, dramas, musicals, dance and much much more. The festival also includes free/pass the hat entertainment daily on our outdoor stage from noon to midnight in Old Market Square, featuring incredibly talented street performers and some of the hottest local indie bands and musicians.

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 winnipegfringe.com, your business can deliver your message and brand to the thousands who visit the Exchange District to attend the Winnipeg Fringe Theatre Festival! The program will also be viewable for FREE online reaching thousands of more Fringers.

THE FRINGE PROGRAM IS:

- Full colour
- For sale at all Liquor Marts and McNally Robinson Bookstores in Winnipeg and all Fringe Venues
- FREE and mailed to Fringe donors, sponsors and VIPs
- FREE for all Fringe performers and Team Leader Volunteers
- FREE to ALL Fringers on our website (PDF file)



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 3 of this form
3. Send the completed advertising agreement to advertising@winnipegfringe.com

PROGRAM BOOKING DEADLINE · THURSDAY, MAY 16

PROGRAM ARTWORK DUE · THURSDAY, MAY 23

WEBSITE ADS WILL BE ADDED TO THE FRINGE WEBSITE AS ARTWORK IS RECEIVED

>> CLICK TO VIEW THE 2023 PROGRAM! <<

PRICES

	FULL PAGE	HALF PAGE	QUARTER PAGE	FULL PAGE & WEB AD COMBO	HALF PAGE & WEB AD COMBO	WEB AD
REGULAR PRICE	\$1,250	\$800	\$550	\$1,400	\$1,050	\$500
PERFORMER PRICE (25% OFF)	\$940	\$600	\$415	\$1,050	\$790	\$375

+ 5% GST ON ALL RATES

SPECS

WEBSITE ADVERTISING

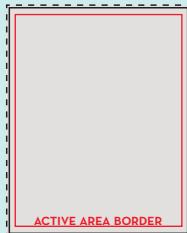
TECHNICAL REQUIREMENTS & FORMAT

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

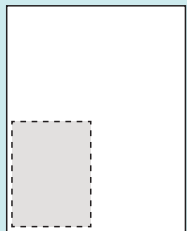


PROGRAM ADVERTISING

FULL PAGE



FULL PAGE
PAGE TRIM SIZE:
8.25" WIDE x 10.75" HIGH
ADD 0.125" BLEED TO ALL SIDES OF AD
FINAL AD SIZE WITH BLEED:
8.5" WIDE x 11" HIGH
PLEASE KEEP "ACTIVE AREA" OF AD
(TEXT, ETC.) WITHIN THE RED BORDER
7.75" WIDE x 10.25" HIGH



QUARTER PAGE

QUARTER PAGE
3.75" WIDE x 5" HIGH

HALF PAGE



HORIZONTAL
7.75" WIDE x 5" HIGH



VERTICAL
3.75" WIDE x 10.25" HIGH

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
2. JPEG, TIFF or PSD file (minimum 300 DPI), supplied in CMYK colour mode

Files can be emailed directly to Savannah Lillies at slillies@royalmtc.ca, sent via online transfer services such as Dropbox or Google Drive.

ADVERTISING AGREEMENT 2024



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

PROGRAM ADVERTISING

Artwork Deadline: Thursday, May 23, 2024

_____ \$ _____ \$ _____ \$ _____

WEBSITE ADVERTISING

Web ads will be added to Fringe website as artwork is received

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:

advertising@winnipegfringe.com

ACCEPTED FOR THE ADVERTISER _____

DATE _____

