

WINNIPEG **FRINGE** THEATRE FESTIVAL

JULY 13-24, 2022

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 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! New This Year, the program will be viewable for **FREE** online reaching thousands of more Fringers.

PROGRAMS PRINTED.....**8,000**
WEBSITE PAGE VIEWS.....**650,000**
(12 WEEK PERIOD)

FESTIVAL STATISTICS

TICKETED ATTENDANCE.....100,000
OUTDOOR ATTENDANCE80,000-90,000
VOLUNTEERS700-800
PERFORMERS.....800-900

AGE

35 AND UNDER25%
36-4920%
50-6540%
65+15%

HOUSEHOLD INCOME

UNDER \$30,00016%
\$30,000-49,99918%
\$50,000-100,00039%
\$100,000+27%

EDUCATION

GRADUATE DEGREE25%
UNIVERSITY OR COLLEGE DEGREE.....58%
HIGH SCHOOL.....17%

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

\$100+9%
\$60-10014%
\$40-6023%
UP TO \$4054%

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 **DENISE DELA CRUZ**, Assistant Festival Manager at festivalassistant@winnipegfringe.com.

PROGRAM BOOKING DEADLINE - THURSDAY, MAY 12 PROGRAM ARTWORK DUE - THURSDAY, MAY 19
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 slillies@royalmtc.ca

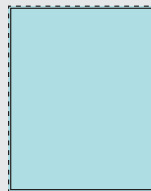
ANNUAL UNIQUE VISITORS TO
winnipegfringe.com:
83,000

PROGRAM ADVERTISING

+ 5% GST ON ALL RATES

FULL PAGE

\$1,250



FULL PAGE

page trim size:
8.25" wide x 10.75" high
add 0.125" bleed
to all sides of ad
please keep "active area"
of ad (text, etc.) within
7.75" wide x 10.25" high

HALF PAGE

\$800



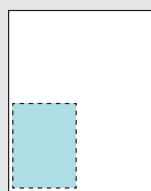
HORIZONTAL

7.75" wide x 5" high



VERTICAL

3.75" wide x 10.25" high



QUARTER PAGE \$550

QUARTER PAGE

3.75" wide x 5" 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 like Dropbox or Google Drive.

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 2022

WINNIPEG
FRINGETM
THEATRE
FESTIVAL
JULY 13-24, 2022

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 19, 2022

_____ \$ _____ \$ _____ \$ _____

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

MONEY ORDER

Visa MasterCard American Express

NAME AS IT APPEARS ON CARD: _____

_____/_____
EXPIRY MONTH/YEAR

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:

DENISE DELA CRUZ
ASSISTANT FESTIVAL MANAGER

ACCEPTED FOR THE ADVERTISER

DATE