



August 23 – September 3, 2017

Vancouver Island's biggest theatre event!

The **VICTORIA FRINGE FESTIVAL** is a signature event and one of the most loved festivals for 31 years and counting: it is unjuried, uncensored and uncut live theatre from local, national, and international artists.

Connect with our **AUDIENCE** of **25,000 adventurous, arts-loving attendees** who come back yearly to experience over 300 performances of incredible theatre, amazing events, inspired performers and non-stop excitement!

Our audiences is all ages, and a favourite among patrons of the arts, with 50% attending 10 or more arts events in the last year, and 67% seeing more than 4 shows during the festival.

We **DISTRIBUTE** 15,000 copies of the FREE program guide throughout Greater Victoria starting in August. A PDF of the guide will also be online at victoriafringe.com —shared with 50,000 website visitors, 4,000 e-news subscribers, and 5,000 social media followers.

The Fringe program guide is the go-to info source for everything Fringe: show descriptions, schedule, free events and the Fringe Survival Guide.

Ad Rates

Full page	\$1,000
Half page (horizontal or vertical).....	\$600
Quarter page (horizontal or vertical)	\$380
Inside covers	\$1,100

Prices do not include GST or production

Deadlines

Booking: **June 15, 2017**
 Ad artwork: **June 30, 2017**

Specifications

File Format

High-res (300 dpi) full-colour process PDF.
 Fonts converted to outlines and vector graphics.

Contact

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 250-388-5321
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Festival Program
 15,000 copies
 Trim size 7" x 10" (+ 0.125" bleeds)

	width x height
Full page (no bleeds)	6.5" x 9.5"
(with bleeds)	7.25" x 10.25"
Half page - horizontal	6.5" x 4.625"
Half page - vertical	3.125" x 9.5"
Quarter page - horizontal	6.5" x 2.1875"
Quarter page - vertical	3.125" x 4.625"

