



# August 22 – September 2, 2018

*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 FREE copies** of the program guide throughout Greater Victoria starting in August. A PDF of the guide will also be online at [victoriafringe.com](http://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, 2018**
- Ad artwork: **June 30, 2018**

## Specifications

### File Format

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

## Contact

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**Festival Program**  
 15,000 copies  
*Trim size 7" x 10" (+ 0.125" bleeds)*

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

