

August 24 – September 4, 2022

Vancouver Island's biggest theatre event!

The VICTORIA FRINGE FESTIVAL is a signature event and one of the most loved festivals for 33 years and counting: it is unjuried, uncensored and uncut live theatre from local, national, and international artists.

Connect with our AUDIENCE of **15,000 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 **6,500 FREE copies** of the 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.



2022 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

2022 Deadlines

Booking: **June 20**

Ad artwork: **June 24**

Specifications

File Format

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

Contact

Bonne Light
250-388-5321
promote@bonnelightadvertising.com

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

	width	x	height
Full page (no bleeds)	6.5"	x	9.5"
<i>(with bleeds)</i>	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"

