

August 21 – September 1, 2024

*Vancouver Island's biggest theatre event*

The VICTORIA FRINGE FESTIVAL is a signature event and one of the most loved festivals for 35 years and counting! This unjuried live performance festival features local, national, and international artists. It is a favourite among patrons of the arts!

Connect with our AUDIENCE of **15,000+ adventurous, arts-loving attendees** who come back every year to experience over 300 performances by inspired performers, so many events, and non-stop excitement!

Our audiences is all ages, 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](http://victoriafringe.com) —shared with **50,000 website visitors**, 4,000 e-news subscribers, and 12,000 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 ..... \$1,200
- Half page (horizontal or vertical)..... \$700
- Quarter page (horizontal or vertical) ..... \$450
- Outside back cover ad ..... \$1,500

Prices do not include GST or production

2024 Deadlines

- Booking: **June 17**
- Ad artwork: **June 28**

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](mailto:promote@bonnelightadvertising.com)

**Festival Program - print + PDF**  
6,500 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"

