



2019

Advertising Opportunities

23rd Ottawa Fringe Festival

An open-access festival where 100% of ticket sales belong to the artists, Fringe is a free market for the performing arts. Programming is selected by a lottery, not curators. Lottery aside, anyone is welcome to submit a Bring Your Own Venue (BYOV) show and have equal billing in the Fringe Festival program. Ottawa Fringe has returned more than \$2 million to independent artists since 1997.

OTTAWA FRINGE FESTIVAL 2019 PRINT PROGRAM

The Ottawa Fringe Festival program (16,000 readers) is the guide to the Festival and is geared toward active and educated types aged 18–36 who avidly consume art, books, music, and live cultural events.

PUBLICATION SCHEDULE

Distribution date: May 22, 2019

DEADLINES

Reservations: April 1, 2019

Submit artwork: April 12, 2019

ACCEPTABLE FORMATS

Files should be submitted electronically in TIFF, EPS, or PDF formats. Full colour or greyscale and at 300 DPI. If submitting an EPS, please convert all type to outlines. Files not adhering to the size and colour specifications indicated will be returned for re-submission. If you have any concerns about formatting, please call 613-232-6162 x103.

SUBMISSION OF ELECTRONIC ARTWORK

Submit files by email to marketing@ottawafringe.com. Please compress your files and insure your business's name is included in the file name.

OTTAWA FRINGE FESTIVAL AUDIENCE INFORMATION

Age 18–36 = 45%

Annual household income > \$80k = 38%

Living downtown = 68%

RATES

Non-profits, charities, and independent artists ask about subsidized (at-cost) advertising rates.

SPACE	PRICE (+HST)	INCHES (WxH)
Back cover	\$1,650	6.667 X 10 *
Inside front	\$1,150	6.667 X 10 *
Inside back	\$1,150	6.667 X 10 *
Full page	\$895	5.92 X 8.75
1/2 page	\$525	5.92 X 4.325
1/3 page	\$360	5.92 X 2.8125
1/6 page	\$195	5.92 X 1.4375

* Add 0.25in bleed around



OTTAWA FRINGE FESTIVAL 2019 BOX OFFICE TV ADVERTISING

The Ottawa Fringe's Box Office TV is seen by 13,900 patrons, with $\frac{1}{3}$ of those spending an average of 1 min, 30 seconds at the box office, while purchasing a ticket.

TV ads can be purchased videos or as still photos.

VIDEOS: The TV is 1080p so 16:9 aspect ratio for is best. MP4 format. Videos must have no audio.

STILL IMAGES: For a still image, your photo should be 1024×576 px. Only PNG and JPG formats. **Still image ads can only be purchased in 10 second slots.**

SPACE	PRICE (+HST)	IMPRESSION
10 sec photo ad	\$75	Ad will be seen between 200-400 times
15 sec video ad	\$125	Ad will be seen between 300-500 times
30 sec video ad	\$250	Ad will be seen between 500-1000 times
60 sec video ad	\$500	Ad will be seen between 1000-1500 times
90 sec video ad	\$750	Ad will be seen between 1500-3000 times

