

# \* ADELAIDE FRINGE \*

17 FEBRUARY - 19 MARCH  
2017

Principal Partner

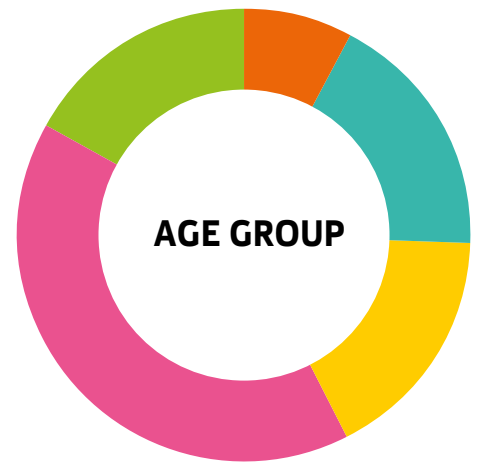
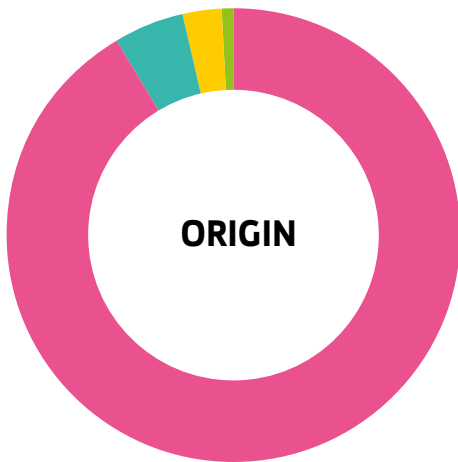
bankSA



## ADVERTISING KIT 2017

Adelaide Fringe Advertising is the best way to ensure your event gets the cut-through it deserves!

# WHO YOU'RE TALKING TO



- Adelaide & Suburbs **91.40%**
- Regional South Australia **5.12%**
- Interstate **2.76%**
- Overseas **0.71%**

- Professional **41.76%**
- Office/Admin **24.36%**
- Retired **11.62%**
- Student **7.14%**
- Home Duties **3.45%**
- Technical **1.96%**
- Unemployed **1.87%**
- Trade **1.59%**

- 15-24 **7.95%**
- 25-34 **17.79%**
- 35-44 **16.82%**
- 45-59 **40.62%**
- 60+ **16.73%**

# OUR DIGITAL REACH

Our online following is HUGE and grows larger every day!

We have a dedicated following of Fringe fanatics who look to our digital channels for news and updates about all things Fringe.



Website Visits:

**1,893,264**



Instagram:

**11,000**



Facebook:

**75,494**



eNews Subscribers:

**108,250**



Twitter:

**42,700**



Culminated Media Reach:

**110,011,392**

# ADELAIDE FRINGE PRINTED GUIDE ADVERTISING

The iconic Fringe Guide is one of Adelaide's most cherished publications – Adelaidians wait for the weekend in January when the Fringe Guide is finally released! With a coffee-table life of over three months, and even longer online, Advertising in the Fringe Guide is a proven way to increase cut-through of your event in one of Adelaide's most cherished publications.

**EARLY BIRD  
SPECIAL**

**Book before Friday, 16th  
Sept to receive  
a 10% discount**

See your ad in  
**320,000**  
guides

## 5 REASONS TO ADVERTISE

1. Over 320,000 copies are printed.
2. 220,000 guides will be inserted into The Advertiser Newspaper in January 2017.
3. 80,000 distributed at venues, box offices and cafes around South Australia.
4. A downloadable version of the guide will be available online.
5. 91% of audiences surveyed said their primary source for event information was the Fringe Guide.

### Back Cover Full Page

(with bleed)

235mm (w) x 275mm (h)  
(Trim)

Price

Standard: **\$20,000**

Artist or venue: **\$18,415**

### Inside Back Cover Full Page

(with bleed)

235mm (w) x 275mm (h)  
(Trim)

Price

Standard: **\$16,500**

Artist or venue: **\$15,000**

### Full Page

(with bleed)

235mm (w) x 275mm (h)  
(Trim)

Price

Standard: **\$9,860**

Artist or venue: **\$8,790**

### Half Page Horizontal

210mm (w) x 124mm (h)

Price

Standard: **\$5,530**

Artist or venue: **\$4,515**

### Third Page Vertical

68mm (w) x  
250mm (h)

Price

Standard: **\$4,515**

Artist or venue: **\$3,800**

### Quarter Page Horizontal

210mm (w) x 61mm (h)

Price

Standard: **\$3,330**

Artist or venue: **\$2,850**

### Medium Artist Ad

68mm (w) x 124mm (h)

Price

Artist only: **\$1,100**

### Small Artist Ad

68mm (w) x 61mm (h)

Price

Artist only: **\$550**

**Stock: 130gsm self-cover, 50gsm internal pages. Semi-gloss finish.**

Prices exclude GST.

Artwork must only refer to FringeTIX and/or [adelaidefringe.com.au](http://adelaidefringe.com.au) in regards to booking tickets.

Please note that Adelaide Fringe does not design artwork or amend details.

It is the responsibility of the advertiser to provide Adelaide Fringe with finished copy ready to be published or uploaded.

# ADELAIDE FRINGE ONLINE ADVERTISING

Advertising on the Adelaide Fringe website is a great way to increase exposure for your show or organisation.

## The 2016 Adelaide Fringe website attracted over 1.8 Million visitors

Your advertisement will link to your event page on the Adelaide Fringe website, or a nominated URL for organisation.

### For Adelaide Fringe registered artists & venues only

#### Button advertisement

200 wide x 200 high pixel image (PNG or JPEG)

Price - **\$300** per unit

**\$850** for all three units

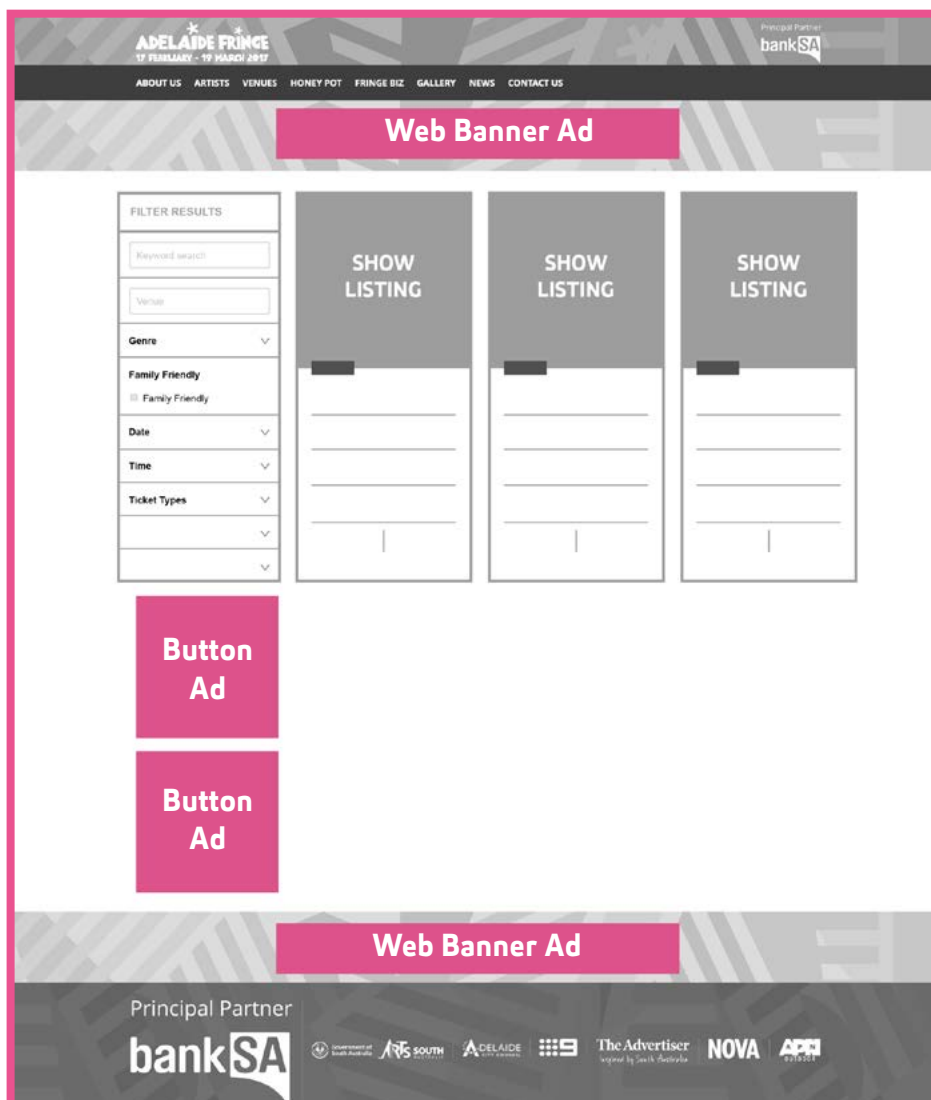
### For artists, venues & sponsors

#### Web Banner advertisement

728 wide x 90 high pixel banner image (PNG or JPEG)

Price - **\$500** per unit

**\$1,300** for all three units



Online advertising units are broken down into:

**December – January 31**

**February**

**March**

Prices exclude GST.

Artwork must only refer to FringeTIX and/or adelaidefringe.com.au in regards to booking tickets.

Please note that Adelaide Fringe does not design artwork or amend show dates and venues etc. It is the responsibility of the advertiser to provide Adelaide Fringe with finished copy ready to be published or uploaded.

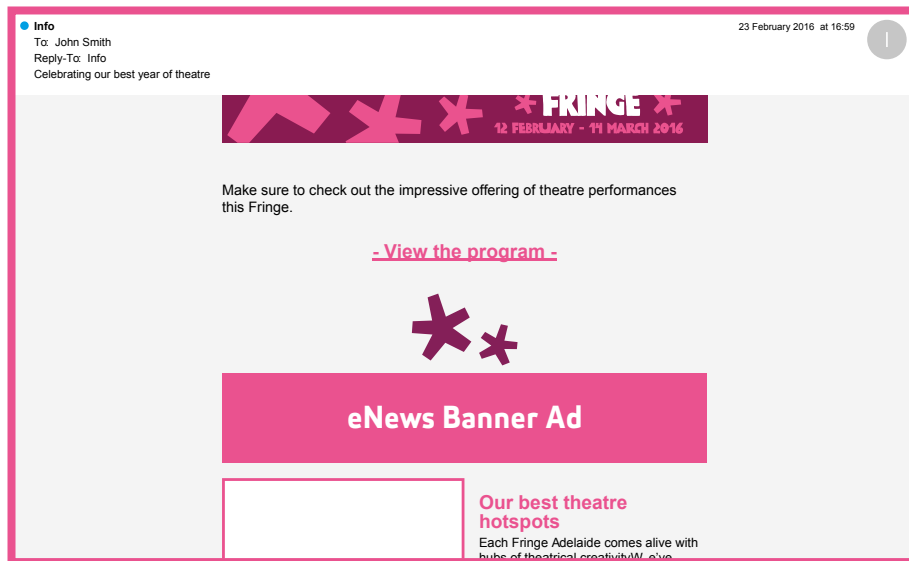


# ADELAIDE FRINGE ONLINE ADVERTISING CONT.

**eNews banner:** Adelaide Fringe eNewsletters are sent to 108,000+ subscribers

728 wide x 90 high pixel banner image (PNG or JPEG)

Price – **\$1,000**



## BUNDLE IT UP

Book one of our advertising packages and save! Artists only

### PRINT & WEBSITE

- \* Fringe Guide Small Artist Ad
- \* Rotating Web button

Cost **\$650** Save **\$200**

### PREMIUM PRINT & WEBSITE

- \* Medium Artist Ad
- \* Rotating Web banner

Cost **\$1,300** Save **\$300**

### DIGITAL BUNDLE

- \* TReV Web & eNews Bundle
- \* Fringe Rotating Web button

Cost **\$490** Save **\$107**

### PREMIUM DIGITAL BUNDLE

- \* 3 Months rotating banner
- \* Rotating Web banner
- \* TReV dedicated email

Cost **\$1,500** Save **\$380**

Prices exclude GST.

Artwork must only refer to FringeTIX and/or adelaidefringe.com.au in regards to booking tickets.

Please note that Adelaide Fringe does not design artwork or amend show dates and venues etc. It is the responsibility of the advertiser to provide Adelaide Fringe with finished copy ready to be published or uploaded.

# ARTWORK DEADLINES & REQUIREMENTS

We highly recommend utilising the services of a Graphic Designer to create all artwork. Professional graphic design will allow you to make a greater impact with your artwork. For advice on contacting a Graphic Designer please call our Advertising Sales Coordinator on **+61 8 8100 2081**.

Artwork must only refer to FringeTIX and/or [adelaidefringe.com.au](http://adelaidefringe.com.au) in regards to booking tickets. No external ticketing agent or booking method can be listed on advertisements placed with Adelaide Fringe.

Please note that Adelaide Fringe does not design artwork or amend show dates and venues etc. It is the responsibility of the advertiser to provide Adelaide Fringe with finished copy ready to be published or uploaded.

All cancellations made after the booking deadline will be charged at the full rate.

## ADELAIDE FRINGE GUIDE

### DEADLINES

Booking and payment deadline: **Friday 21 October 2016**

Artwork Deadline: **Friday 28 October 2016**

### ARTWORK REQUIREMENTS:

Half page, third page, quarter page, medium artist and small artist ads

Artwork should be supplied as a high res press ready pdf

CMYK, all images at 300dpi, all fonts outlined

No bleed, no crop marks, no page numbers needed on artwork.

Back cover, inside back cover, full page ads

Artwork should be supplied as a high res press ready pdf

CMYK, all images at 300dpi, all fonts outlined

5mm bleed on all sides, no crop marks, no page numbers needed on artwork.

## ADELAIDE FRINGE ONLINE ADVERTISING

### DEADLINES

Bookings and artwork must be received one month prior to the advertisement going live.

**Nov-Jan: Monday 31st October**

**Feb: Tuesday, 3rd January**

**March: Friday, 3rd February**

Artwork Requirements

All files to be supplied as PND or JPEG. Static artwork only.

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For more information, contact [ads@adelaidefringe.com.au](mailto:ads@adelaidefringe.com.au) or on **+61 8 8100 2081**.

Ready to book? [adelaidefringe.com.au/advertise-with-us](http://adelaidefringe.com.au/advertise-with-us)