



2017 Cincinnati Fringe Festival Advertising Information

Greetings, Local Business Owner!

The [Cincinnati Fringe Festival](#) is by far the biggest undertaking in [Know Theatre](#)'s season:

200+ performances of 45+ productions from local, national, and international artists – not to mention visual art projects, street performance, after-parties, and whatever other shenanigans we come up with – all in the span of 13 days (**May 30 - June 11, 2017**).

Performances include original theatre, movement arts, dance, puppetry, musical theatre, and experimental live arts of various kinds, all occurring in a dozen or so performance spaces across Over-the-Rhine, stretching from Memorial Hall up to Liberty & Sycamore.

Our thousands of patrons will be spending oodles of time in OTR, travelling from venue to venue around the neighborhood, all the while looking for businesses like yours to enjoy before, after, and between shows, **so we want to help you make sure they are aware of what you have to offer!**

Read on to find all the basic information about advertising at Cincy Fringe. If you have any questions at any time, you can contact **Tamara Winters** at twinters@knowtheatre.com or by calling Know Theatre at 513.300.5669.

Thank you for your time and interest!

Chris Wesselman
Fringe Producer – Know Theatre of Cincinnati
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ADVERTISING WITH CINCY FRINGE

Interested parties can purchase ad space in **The Official Fringe Guide**, a **32-page, full-color compendium published and distributed by Cincinnati CityBeat** that is the go-to source for Festival information for all Fringe patrons.

Reach

- Included as an insert with a late-May edition of CityBeat, the Guide gets approximately **50,000 impressions** from the initial dispersal alone (additional copies are also available at all Venues throughout the Festival).
- The Guide is also hosted in digital form on cincyfringe.com and citybeat.com.

- **Last year's Fringe sold 9,777 tickets** – and the vast majority of Fringe fans use the Guide as their primary resource for finding their way around the Fringe, meaning ads generate **multiple, highly meaningful impressions!**

Deadlines

- Our deadline for purchasing ad space and confirming sizing details is **April 7th, 2017**.
- The deadline for Ad Artwork is **April 15, 2017**.

*Note: Depending on ad space availability, there is some flexibility with these deadlines. Anyone requesting an extension should contact **Tamara** at twinters@knowtheatre.com.*

Pricing

Fringe Guide ads are offered at multiple sizes/levels, from Full Page to 1/8 Page sizes. Here are the General and Non-Profit rates for ads:

Ad Size	Actual Size	Orientation	General Rate	Non-Profit Rate
Full Page	9.75”w x 10.0”h	N/A	\$1,400	\$1,200
½ Page	4.75”w x 10.0”h	Vertical	\$800	\$650
½ Page	9.75”w x 4.875”h	Horizontal	\$800	\$650
¼ Page	4.75”w x 4.875”h	Square	\$600	\$450
⅛ Page	2.35”w x 4.875”h	Vertical	\$350	\$250
⅛ Page	4.75”w x 2.35”h	Horizontal	\$350	\$250

Supporting the Arts

Fun Fact! Purchasing an ad in the Fringe Guide doesn't just help increase awareness of your business, **it also goes a long way to helping support hundreds of local artists as well, many of whom call Over-the-Rhine the epicenter of their work and play!**

We hope you'll consider purchasing an ad this year!
If you have any questions or would like to purchase an ad, contact:

Tamara Winters
twinters@knowtheatre.com | 513.300.5669

