



# 2019 Cincy Fringe Advertising Opportunities

**The 16th Annual Cincinnati Fringe Festival**  
May 31 — June 15, 2019

## What is Cincy Fringe?

Theatre, art, music, film, dance, and *everything between* - “**Kinda WEIRD. Like YOU!**”

Fringe is a 14-day creative extravaganza produced by Know Theatre of Cincinnati. A dozen OTR venues play host to 200+ performances from over 40 local, national, and international artists, musicians, and companies. Plus, the Festival includes free public performances and Family Friendly programming, concerts, film screenings, and nightly Bar Series after-parties at Fringe HQ (Know Theatre). Throw in the roughly 10,000 patrons joining us every year and it becomes clear why Fringe is an unrivaled event in the region.

Fringe isn't only a time to celebrate a mass convergence of creativity. It also showcases the vibrant, wonderful OTR neighborhood that we call home as we take over the streets of Over-the-Rhine for two weeks of entertaining, fun, and thought-provoking original works.

## Becoming an Advertiser

The Official Fringe Guide is a 32-page, full-color compendium published and distributed by **Cincinnati CityBeat** to their over **200,000 regular readers**.

Purchasing an advertisement in The Official Fringe Guide gives you all the benefits of advertising with CityBeat at a fraction of the cost. The vast majority of Fringe fans use copies of the Guide as their primary resource for finding their way around the Fringe, meaning ads generate **multiple, highly meaningful impressions!** The Guide is also hosted in digital form on [cincyfringe.com](http://cincyfringe.com) and [citybeat.com](http://citybeat.com), allowing your ad to produce even more views.

Purchasing an ad in the Fringe Guide doesn't just help increase awareness of your business, it also goes a long way to help support this wonderful festival and its artists. Know's revenue-sharing model for Fringe helps support independent artists, many of whom make their living by touring productions, so advertising with the Cincy Fringe means supporting hundreds of passionate, talented artists.

**Please consider joining us and becoming an advertiser.**

*See advertising options on the following page.*



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## PRICING

Guide ads are offered at various sizes and feature discounts for Non-Profits.

Ad Size	Actual Size	Orientation	General Rate	Non-Profit Rate
Full Page	9.5"w x 9.5"h	-	\$1,000	\$750
½ Page	4.625"w x 9.5" h	Vertical	\$600	\$450
½ Page	9.5"w x 4.625"h	Horizontal	\$600	\$450
¼ Page	4.625"w x 4.625"h	Square	\$350	\$250
⅛ Page	2.1875"w x 4.625"h	Vertical	\$200	\$150
⅛ Page	4.625"w x 2.1875"h	Horizontal	\$200	\$150

## DEADLINES

The deadline for purchasing ad space and confirming sizing details is **April 19, 2019** and the deadline for submitting your Ad Artwork is **April 26, 2019**.

*Note: If you need assistance designing an ad for the guide, Fringe may be able to assist you for a \$50 fee.*

If you'd like to purchase an ad, please contact  
**Jackson Short at Jackson@knowtheatre.com**