

FRINGE ARTS

2020 FringeArts Advertising

140 N Columbus Blvd, Philadelphia, PA | 215.413.1318 | FringeArts.com



PHOTO CREDIT: JOHANNA AUSTIN



FringeArts presents world-class, contemporary performing arts that challenge convention and inspire new ways of thinking.

Support our mission, and reach an audience who is enthusiastic, loyal, young (56% are under 50), well-educated, and culturally-engaged. Align your brand with some of the most daring, bold, and imaginative artists from Philadelphia and around the world.

We offer a variety of opportunities year-round for advertising.

FringeArts App (Available Year Round)

The FringeArts app is our newest advertising opportunity! **Advertisers who purchase space in our print materials are automatically included in our app.** However, we are now offering app-only advertising purchases. Launched in 2018, the app has had over 1,800 active app users, with an average of 12 screens per session and an average session time of 5 minutes during the 2019 Fringe Festival. Digital ad banners received over 142k views in 2019 and over 94k views in September alone.

Your purchase of an app-only package includes a **business listing as one of our Points of Interest** under one of the following categories: Eat and Drink, Parking, Recharge, or Recommended. Your POI listing includes a photo and description (100-150 words), as well as **links to your website and any social media** pages. Additionally, a **digital ad banner** with your artwork will be on rotate throughout our app (eg. *The Kelly Group* in right image) and will be linked to your website. You will also have the option to provide a FringeArts app user discount eg. "10% off order with code EXAMPLE", "Show the FringeArts app on your phone to receive a free appetizer", etc.) that will be promoted via **push notification** to our users.

App Specs:

- Landscape, high resolution image sized at 1280x800 pixels
- 100-150 word business description
- Website/Social Media Links
- Horizontal digital ad/logo sized at 750x180 pixels for rotation
- Optional: special offer/discount for app users

App Pricing:

- Pricing is based on a monthly basis.
- Full Year (from purchase date): \$2000
 - September Only: \$400
 - Monthly (except Sept): \$200



High Pressure Fire Service

BOLD PHILLY THEATER
APRIL 2–MAY 18, 2020

High Pressure Fire Service (HPFS) is a platform dedicated to celebrating the innovation and connectivity in Philadelphia. Named after the original use of the current FringeArts Theater (circa 2005), HPFS will feature 4 different Philadelphia-based artists/companies, all known within the Philly community and creating in spaces across the city. Performances include:

[SIGN FELT] Sad Boys in Harpy Land (April 2–4)

- Alex Tatarsky
- *A deranged cabaret. An ascent into madness. An ecstatic explosion of artistic melancholy. A hilarious journey into the hell-scape of the mind. Drawing on age-old narratives of the troubled artist, Alexandra Tatarsky strolls into the dark woods of despair to see what fruits she can gather.*

Legal Tender (April 16–18)

- Antigravity Performance Project + Kyle Dacuyan
- *An episodic duet of movement and words, Legal Tender takes audiences on a trance-induced travelogue through the heart of America to contemplate the relationships between information, consumer culture, labor, and borders.*

Turning Towards A Radical Listening (May 1–2)

- James Allister Sprang
- *An encompassing sonic performance, Turning Towards a Radical Listening uses a complex 200-speaker sound system and visual projections to create an immersive metaphor for the way language and algorithms shape and even program our lives.*

Boy Project (May 14–17)

- Nell Bang-Jensen
- *What does it mean to become a man? In this playful, provocative, and revelatory world premiere, a group of Philadelphia boys aged 12–15 imagine their futures in an era where gender is fluid and masculinity is villainized. Boy Project strips away the structures of traditional theater to explore the experiences and issues boys face today.*



HIGH PRESURE FIRE SERVICE PLAYBILLS

Each show will have its own playbill, so you can purchase an ad for an individual show, or run ads in all 4 playbills. We will be printing approximately 400–600 playbills per show, depending on the house size for each. For a 4-show package, we will be printing approximately 2400 playbills across all shows. In addition, *each print ad includes a banner ad, business listing, and special push notification in the FringeArts App.*



Full Page
 \$250
 6" (w) x 7.25" (h)

Half Page
 \$150
 6" (w) x 3.5" (h)

HPFS Playbill Pricing:

- Single Show 1/2 Page: \$150
- Single Show Full Page: \$250
- Cover (Front inside, back inside & back outside): \$400
- Four Show 1/2 Page Package: \$500 (17% savings)
- Four Show Full Page Package: \$800 (20% savings)
- Four Show Cover Package: \$925 (23% savings)

Reservation Deadline for Four-Show Package:

Friday, March 13, 2020

Artwork Deadline: Friday, March 20, 2020

Payment Deadline: 30 days after purchase

Hand to Hand

A FRINGEARTS CIRCUS FESTIVAL May 29–June 12, 2020

FringeArts presents a two week festival of contemporary circus arts. Featuring performances in the theater, La Peg, and outside in the Haas Biergarten, Hand to Hand brings remarkable levels of artistry and ability together for a thrilling lineup of events—a circus festival perfect for the whole family. Performances and workshops include acrobatics, aerials, clowning, juggling, and everything in between. Performances include:

A Simple Space (June 5–7)

- Gravity & Other Myths
- Seven acrobats push their physical limits without reserve in this award-winning work from Australian circus company Gravity & Other Myths. Supported by driving live percussion, this performance is interactive and fun for all ages.

Circadium Springboard (May 30–31)

- Circadium School of Contemporary Circus
- Circadium presents a showcase of original works by first-year students. Expect a display of extraordinary physical talent, theatrical explorations, and a glimpse into the future of American contemporary circus.

Test Flights (June 1)

- Curated and Hosted by Ben Grinberg
- The most skilled and expressive jugglers, acrobats, and aerialists in the region present works-in-progress at this special circus edition of scratch night.

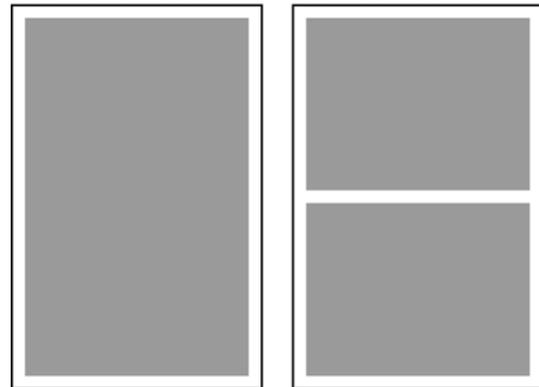
Also in Hand to Hand:

- Circus Midway (June 7)
- Martha Graham Cracker Cabaret: Circus Spectacular (June 12)
- Happy Hour with Almanac Dance Circus Theatre (May 29 & June 5)



HAND TO HAND PLAYBILLS

Each show will have its own playbill, so you can purchase an ad for an individual show, or run ads in both playbills. We will be printing approximately 200+ playbills for Test Flights, 400+ playbills for Circadium Springboard, and 800+ for A Simple Space. For a 3-show package, we will be printing 1400 + playbills across all shows. In addition, each print ad includes a banner ad, business listing, and special push notification in the FringeArts App.



Full Page
\$250
6" (w) x 7.25" (h)

Half Page
\$150
6" (w) x 3.5" (h)

Hand to Hand Playbill Pricing:

- Single Show 1/2 Page: \$150
- Single Show Full Page: \$250
- Cover (Front inside, back inside & back outside): \$400
- Three Show 1/2 Page Package: \$425 (6% savings)
- Three Show Full Page Package: \$675 (10% savings)
- Three Show Cover Package: \$1050 (13% savings)

Reservation Deadline for Three-Show Package:

Friday, May 1, 2020

Artwork Deadline: Friday, May 8, 2020

Payment Deadline: 30 days after purchase

Fringe Festival

A CITY-WIDE CELEBRATION OF GROUNDBREAKING CONTEMPORARY ARTS
SEPTEMBER 10– OCTOBER 4, 2020

Over the past 24 years, the Fringe Festival has grown into one of the largest cultural events in Philadelphia, drawing over 30,000 avid artists and arts-goers to events across the city in September. With over 1,000 performances and events, our Festival Guide is the #1 resource audiences use to plan their schedule, with an average of about 5 shows per patron. In 2019, we sold over 10,500 seats to our curated shows, making the *Curated Editorial Book* an optimal way to reach some of our most active audience members



FRINGE FESTIVAL GUIDE

The Fringe Festival Guide is an 8" x 10" full CMYK color, 136 page stitched booklet. We print 30,000 copies in September with 15k direct mailed and 15k distributed around the city between August through September. Advertisers will receive a listing on our website and some social media promotion during the Festival. In addition, your ad will automatically be included in the online version of the Festival Guide at FringeArts.com.

FESTIVAL GUIDE PRICING

- Eighth Page: \$400
- Quarter Page: \$725
- Half page: \$1,300
- Full Page: \$2,400
- Cover (Front inside, back inside, back outside): \$3200

Reservation Deadline: Monday, June 15, 2020

Artwork Deadline: Friday, June 19, 2020

Payment Deadline: 30 days after invoice or Wednesday, July 1 (whichever date is earlier)



Full Page

\$2,400
7" w x 10" h



Half Page
Horizontal

\$1,300
7." w x 4.875" h



Half Page
Vertical

\$1,300
3.375" w x 10" h



Quarter Page

\$725
3.375" w x 4.875" h



Eighth Page

\$400
3.375" w x 2.3125" h

CURATED FESTIVAL PROGRAM BOOK

Get your ad in front of a captive audience. This beautifully designed printed booklet contains essays, photos, playlists, and more contextual information about the shows happening in this year's Fringe Festival. It is distributed to over 10,000 audience members in September at all our curated shows, the Festival Bookstore at Cherry Street Pier, and hotspots around the city.



Full Page
\$1600
8.5" x 14"

Half Page
\$1000
8.5" x 6.75"

Quarter Page
\$600
4" x 6.75"

CURATED FESTIVAL EDITORIAL BOOK PRICING

- Cover (Front inside, back inside, back outside): \$1,800
- Full Page: \$1,600
- Half Page: \$1000
- Quarter Page: \$600

Reservation Deadline: *Friday, July 31, 2020*

Artwork Deadline: *Wednesday, August 12, 2020*

Payment Deadline: *Wednesday, August 12, 2020*

NEIGHBORHOOD PARTNER

Even local businesses with smaller budgets can be a part of the Fringe Festival. By participating in our Neighborhood Partners program, businesses agree to share 3+ Social Media Posts tagging @FringeArts during August and September, display their Fringe Festival window badge in their storefront during the Festival, and serve as a hotspot for patrons to visit to pick up a Fringe Festival Guide. FringeArts agrees to provide the 2019 Fringe Festival window badge for your storefront, and a Points of Interest listing in our app.

Reservation Deadline: *Friday, August 28, 2020*

RESERVE YOUR SPACE TODAY:

Submit a reservation for an ad [here](#) or at the following link:

<https://goo.gl/forms/K9z4PDURysNie4hR2>

You will receive a contract and invoice from FringeArts within 3-5 business days.

Submit both artwork and invoice payment by the appropriate deadline.

Contact Raina Searles at Raina@FringeArts.com or 267-538-0847 with any questions or for more information about specialized packages and offers.

*Raina Searles
Marketing Manager
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