

Half page +  
web leaderboard  
**\$725**

Quarter page +  
web skyscraper  
**\$375**

MINNESOTA  
*fringe*  
2010

## WHY ADVERTISE AT FRINGE?

During the Minnesota Fringe Festival, our Web site becomes *the* central hub for information about our festival. Between July 1 and August 31, 57,000 unique visitors stop by the site. Our audience is affluent, culturally engaged and ready to support businesses and organizations that support Fringe.



## Online ads

**LEADERBOARD — ONLY 9 LEFT!**  
**\$350.00**

Prominent at the top of pages throughout the site. Only ten ads are sold for this position.

- 728 pixels horizontal
- 90 pixels vertical
- 72 dpi
- RGB color
- Flash, PNG, JPG or GIF (no transparency)
- Document weight  $\leq 45k$
- Animation accepted
- Must include a border (any color; minimum 1 pixel)
- Runs July 1 through August 31

### SKYSCRAPER

**\$150.00**

Positioned in the right-hand column of pages throughout the site.

- 160 pixels horizontal
- 600 pixels vertical
- 72 dpi
- RGB color
- Flash, PNG, JPG or GIF (no transparency)
- Document weight  $\leq 45k$
- Animation accepted
- Must include a border (any color; minimum 1 pixel)
- Runs July 1 through August 31

## Print ads

**HALF PAGE \$4.00**

**THIRD PAGE \$325**

**QUARTER PAGE \$250**

Fringe designs a program containing a catalog of participating shows, full schedule grid, venue information, campus map and more. A full-color limited edition is printed for many pass holders. The program is available at [fringefestival.org](http://fringefestival.org) to all patrons to download and print.

- Half page, horizontal: 7.5 w x 4.875 h
- Half page, vertical: 3.625 w x 10 h
- Third page: 7.5 w x 3.25 h
- Quarter page: 3.625 w x 4.875 h
- Full-color (CMYK) or grayscale
- No bleed
- 300 dpi
- PDF preferred; JPG, TIFF, EPS, Photoshop and Illustrator (fonts saved as outlines or rasterized) accepted