

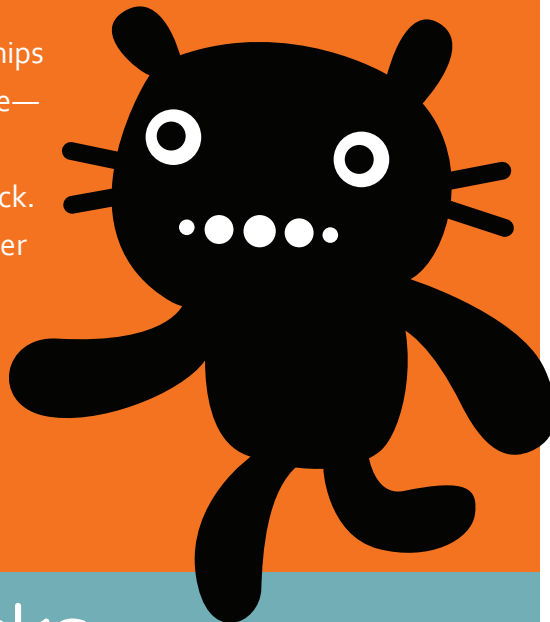
MINNESOTA Fringe

The only way you could get more attention would be running through the lobbies, naked

During the Minnesota Fringe Festival, our website becomes *the* central hub for information about our festival and our audience relies on our official print materials to navigate their Fringe experience.

Between July 1 and August 31, 65,500 unique visitors stop by the site, racking up 1.1 million page views. Our audience is affluent, culturally engaged and ready to support businesses and organizations that support Fringe.

We're dedicated to partnerships that make sense for everyone—and we want our advertisers to get a big bang for their buck. So we strictly limit the number of ads we'll accept for every position we have available. That means your message gets across loud and clear.



Ticket backs

SOLD!

With over 50,000 tickets issued, advertising on the reverse of Fringe's tickets is perhaps the broadest—and most persistent—form of advertising we offer. Limited to one lucky ad, this is a sure-fire method of getting your message across to everyone.

Online ads

LEADERBOARD
ONLY 10 AVAILABLE
\$400.00

SOLD OUT!

Prominent at the top of pages throughout the site.

- 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
- Due June 30, 2011

SKYSCRAPER
ONLY 20 AVAILABLE
\$175.00

ONLY 4 LEFT!

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

- 160 pixels horizontal
- 600 pixels vertical
- 72 dpi
- *Additional specs same as leaderboard*

Print ads

BACK COVER **SOLD!**
HALF PAGE
(ONLY 4 AVAILABLE)
\$450

SOLD OUT!

Fringe designs a program containing a catalog of participating shows, full schedule grid, venue information, campus map and more. The program is available at fringefestival.org to all patrons to download and print and in 2011, we're distributing four times as many print programs as last year.

- Half page, horizontal
- No bleed
- 300 dpi
- PDF preferred; JPG, TIFF, EPS, Photoshop and Illustrator (fonts saved as outlines or rasterized) accepted