

ADVERTISE WITH US AS A BUSINESS 2024

* ADELAIDE
* FRINGE *

16 FEBRUARY – Principal Partner
17 MARCH 2024 bankSA

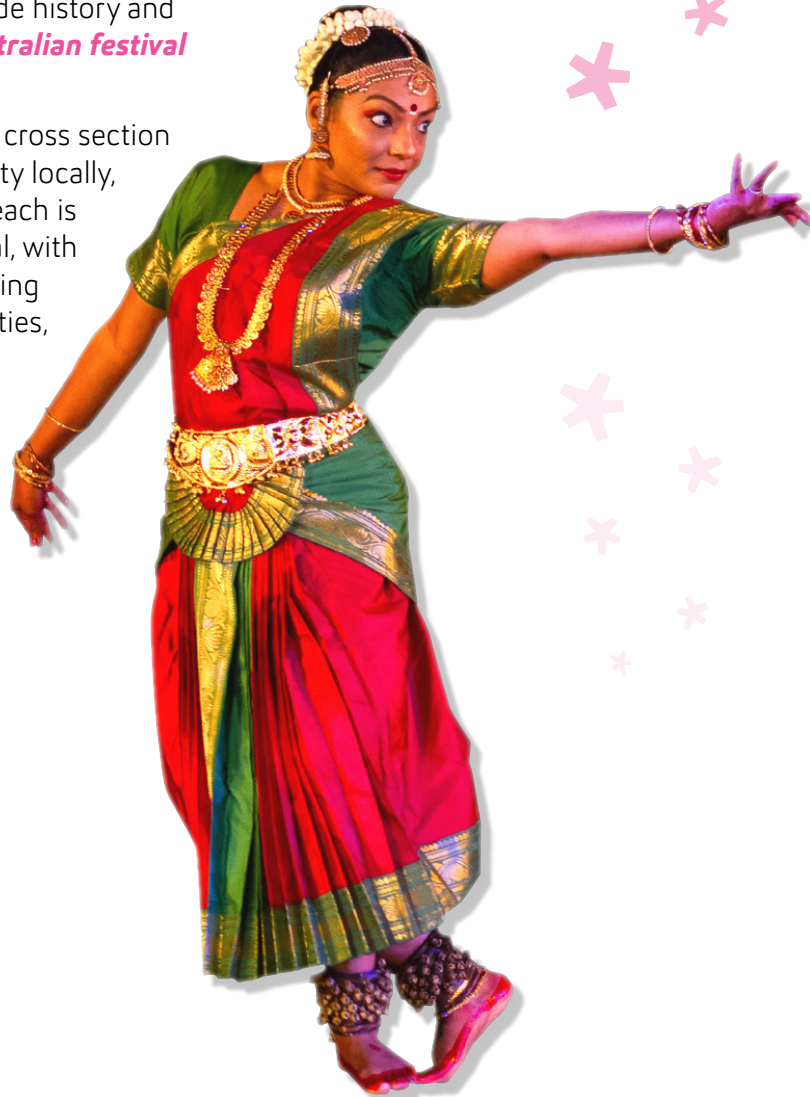


East End. Photo: Jenny Kwok, 2023.

WHY ADVERTISE THROUGH FRINGE?

Adelaide Fringe has long been Australia's biggest arts festival, and in 2023 we made history and claimed the title of the **first Australian festival to hit one million tickets**.

Adelaide Fringe attracts a broad cross section of the Arts supporting community locally, nationally and worldwide. Our reach is high profile, direct and influential, with overarching campaigns connecting artists, venues, schools, universities, government, tourism and the general public.



810,742

Tickets sold to South Australians

104,095

Tickets sold to Interstate Visitors

86,079

Tickets sold to International Visitors

MEDIA REACH IN 2023



112k+

Facebook Followers

1.6M+

Facebook Reach



51k+

Instagram Followers

504k+

Instagram Reach



7k+

Fringe Members



177k+

Email Database



2.2M+

Web Visitors



4.1M+

Web Sessions

PARTNERSHIPS

The support of our Partners helps us continue our mission to be Australia's biggest and most inclusive arts festival. In some instances we may not be able to accept an advertising booking if it conflicts with an existing partnership.

If you are interested in aligning your business in the future of the arts and a meaningful partnership with us, please contact partnerships@adelaidefringe.com.au.

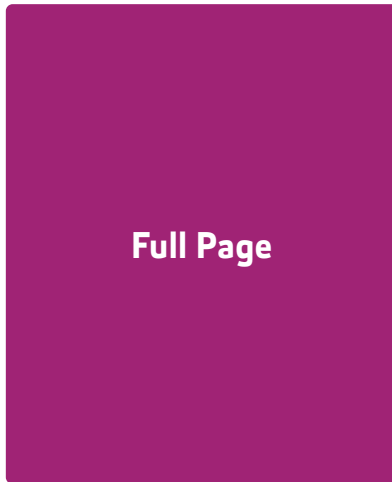
ADELAIDE FRINGE OFFICIAL GUIDE

For many, the release of 'The Guide' is the start of the Adelaide summer festival season, with a new and unique front cover to celebrate the theme for that year.

Every event registered before the launch deadline will be listed, along with a QR code linking each event directly to the FringeTIX event page to make purchasing a ticket even easier.



Copies printed in 2024: **300k+**



Full Page

Back Cover Full Page
210mm (w) x 297mm (h) (crop size)

\$ 26,000

Inside Cover Full Page
210mm (w) x 297mm (h) (crop size)

Front \$ 21,450

Back \$ 21,450

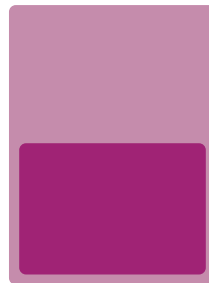
Centrefold (2 Full Pages)
420mm (w) x 297mm (h) (crop size)

\$ 26,000

Full Page
210mm (w) x 297mm (h) (crop size)

LHS: \$ 11,700

RHS: \$ 12,870

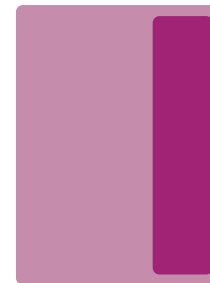


Half Page

187mm (w) x 139mm (h)

LHS: \$6,500

RHS: \$7,150



Third Page Vertical

60mm (w) x 278mm (h)

LHS: \$4,500

RHS: \$5,000

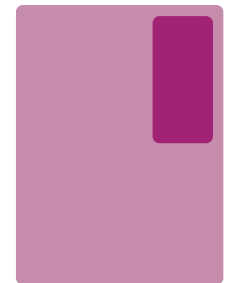


Quarter Page

187mm (w) x 69.5mm (h)

LHS: \$3,900

RHS: \$4,290



Medium Ad

60mm (w) x 139mm (h)

LHS: \$1,690

RHS: \$1,860

Lumen eye-tracking shows that readers' viewing is biased towards right hand pages of a spread and adverts on the right are seen and recalled more than left hand pages.

Right hand placement incurs 10% surcharge

All prices exclude GST. It is the responsibility of the advertiser to provide finished artwork, and any advertising for which artwork is not received will still be charged in full. Bookings can be made directly through AVR, or more information email ads@adelaidefringe.com.au. Artwork must only refer to FringeTIX and/or adelaidefringe.com.au in regards to booking tickets. No other URLs or QR code destinations will be published. Advertising may only refer to Adelaide Fringe events in general venue advertising, external events will not be accepted for advertising during the on sale period (except for via Fringe Membership channels). [See full terms & conditions here](#).

ADELAIDE FRINGE GUIDE

Product	Pricing (ex. GST)		PDF File Dimensions
Centrefold (2 Full Pages)	\$	26,000	420mm (w) x 297mm (h) +3mm bleed
Back Cover Full Page	\$	26,000	210mm (w) x 297mm (h) +3mm bleed
Inside Front Cover	\$	21,450	210mm (w) x 297mm (h) +3mm bleed
Inside Back Cover	\$	21,450	210mm (w) x 297mm (h) +3mm bleed
Full Page	LHS	\$ 11,700	210mm (w) x 297mm (h) +3mm bleed
	RHS	\$ 12,870	
Half Page	LHS	\$ 6,500	187mm (w) x 139mm (h)
	RHS	\$ 7,150	
Third Page Vertical	LHS	\$ 4,500	60mm (w) x 278mm (h)
	RHS	\$ 5,000	
Quarter Page	LHS	\$ 3,900	187mm (w) x 69.5mm (h)
	RHS	\$ 4,290	
Medium Ad	LHS	\$ 1,690	60mm (w) x 139mm (h)
	RHS	\$ 1,860	

BOOKING DEADLINE: 12 NOVEMBER 2023
ARTWORK DEADLINE: 26 NOVEMBER 2023

Print Artwork has very specific criteria to be accepted, please be aware of the below before booking:

- Print quality: 300 dpi, CMYK colour (not RGB).
- PDF file format with no crop marks.
- Fonts to be converted to outlines (also called 'text to shape').

Files not provided in this format and to the correct size will not be accepted.

SCHOOLS BOOKING GUIDE

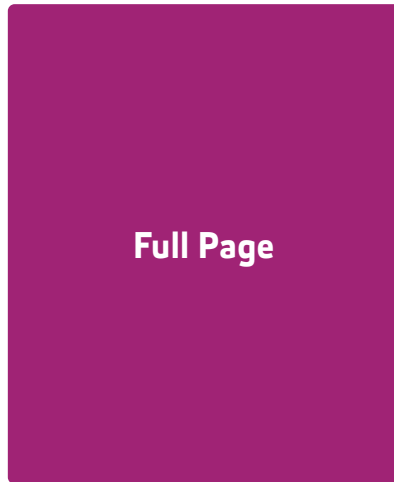
Adelaide Fringe distributes the Schools Guide via the Department of Education for their usage in booking shows with educational content or with alignment to curriculum and is an ideal opportunity to be placed in front of the person responsible for organising school excursions throughout the year.

In 2023, 4,715 tickets were booked by 94 schools as part of the program, with 40% of sessions booked outside of school hours and on weekends.

Right hand side incurs 10% surcharge

Lumen eye-tracking shows that readers' viewing is biased towards right hand pages of a spread and adverts on the right are seen and recalled more than left hand pages.

Copies printed in 2024: **2.5k+**



Back Cover Full Page
210mm (w) x 297mm (h) + 3mm bleed

\$ **2,650**

Inside Cover Full Page
210mm (w) x 297mm (h) + 3mm bleed

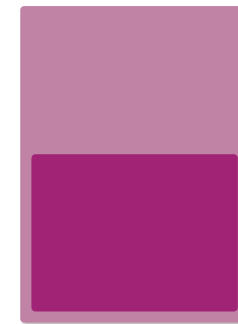
Front \$ **2,000**
Back \$ **1,920**

Centrefold (2 Full Pages)
420mm (w) x 297mm (h) + 3mm bleed

\$ **2,650**

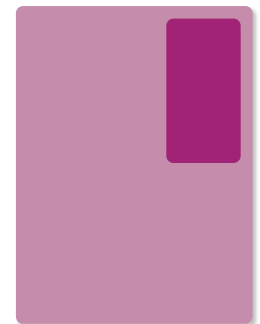
Full Page
210mm (w) x 297mm (h) + 3mm bleed

LHS: \$ **1,300**
RHS: \$ **1,430**



Half Page
187mm (w) x 139mm (h)

LHS: **\$780**
RHS: **\$860**



Medium Ad
60mm (w) x 139mm (h)

LHS: **\$400**
RHS: **\$440**

SCHOOLS BOOKING GUIDE

Product	Pricing (ex. GST)		PDF File Dimensions
Centrefold (2 Full Pages)	\$	2,650	420mm (w) x 297mm (h) +3mm bleed
Back Cover Full Page	\$	2,650	210mm (w) x 297mm (h) +3mm bleed
Inside Front Cover	\$	2,000	210mm (w) x 297mm (h) +3mm bleed
Inside Back Cover	\$	1,920	210mm (w) x 297mm (h) +3mm bleed
Full Page	LHS	\$ 1,300	210mm (w) x 297mm (h) +3mm bleed
	RHS	\$ 1,430	
Half Page	LHS	\$ 780	187mm (w) x 139mm (h)
	RHS	\$ 860	
Medium Ad	LHS	\$ 400	60mm (w) x 139mm (h)
	RHS	\$ 440	

BOOKING DEADLINE: 12 DECEMBER 2023
ARTWORK DEADLINE: 17 DECEMBER 2023

Print Artwork has very specific criteria to be accepted, please be aware of the below before booking:

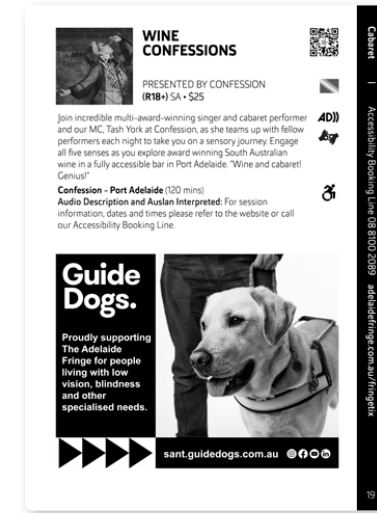
- Print quality: 300 dpi, CMYK colour (not RGB).
- PDF file format with no crop marks.
- Fonts to be converted to outlines (also called 'text to shape').

Files not provided in this format and to the correct size will not be accepted.

ACCESS GUIDE

Around 1 in 6 Australians have a lived experience of disability. Paired with the Adelaide Fringe Guide, the Adelaide Fringe Access Guide carries access information and recommendations as part of Fringe's commitment to addressing the systemic barriers that people living with a disability and their support networks face.

The Access Guide uses a large font size and is printed in a monochrome (black and white) format, designed to be more accessible for people with vision impairment. The printed guide will be circulated around Adelaide, however alternative formats of the guide are available online, including as a downloadable PDF, a plain text document and audio description.



Right hand side incurs 10% surcharge

Lumen eye-tracking shows that readers' viewing is biased towards right hand pages of a spread and adverts on the right are seen and recalled more than left hand pages.

Copies printed in 2024: **4k+**

Full Page
210mm (w) x 297mm (h)
+3mm bleed

LHS: **\$1,300**
RHS: **\$1,430**

Half Page
165mm (w) x 125mm (h)

LHS: **\$780**
RHS: **\$860**

ACCESS GUIDE

Product	Pricing (ex. GST)		PDF File Dimensions
Inside Front Cover		\$ 2,000	210mm (w) x 297mm (h) +3mm bleed
Inside Back Cover		\$ 1,920	210mm (w) x 297mm (h) +3mm bleed
Full Page	LHS	\$ 1,300	210mm (w) x 297mm (h) +3mm bleed
	RHS	\$ 1,430	
Half Page	LHS	\$ 780	165mm (w) x 125mm (h)
	RHS	\$ 860	

*Prices unchanged from 2023 season.
Inside Cover options have been added for 2024.*

BOOKING DEADLINE: 12 DECEMBER 2023
ARTWORK DEADLINE: 17 DECEMBER 2023

Print Artwork has very specific criteria to be accepted, please be aware of the below before booking:

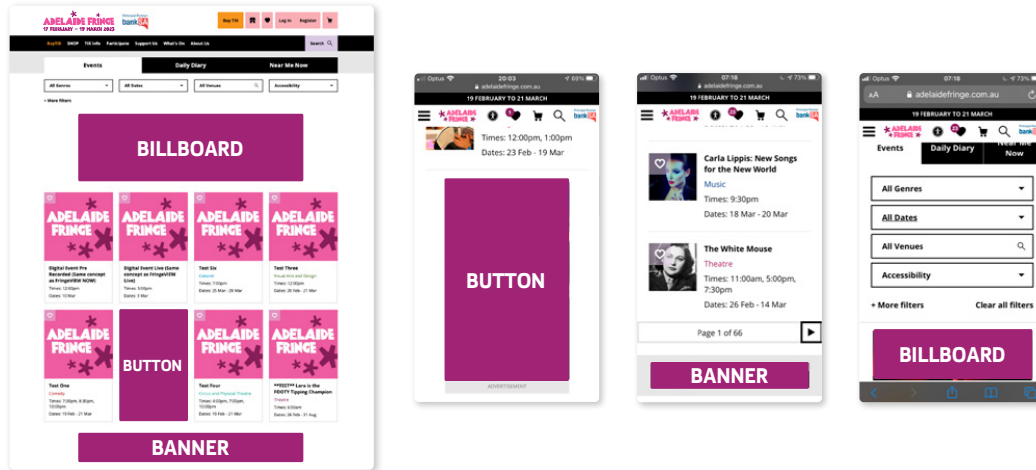
- Print quality: 300 dpi, CMYK colour (not RGB).
- PDF file format with no crop marks. Fonts to be converted to outlines (also called 'text to shape').

Files not provided in this format and to the correct size will not be accepted.

Additional requirements for access provisions:

- Monochrome – high contrast black on white
- Accessible, commonly used sans serif font at 14pt
- Consider adding a descriptive line of text for images and logos if they are complex or uncommon

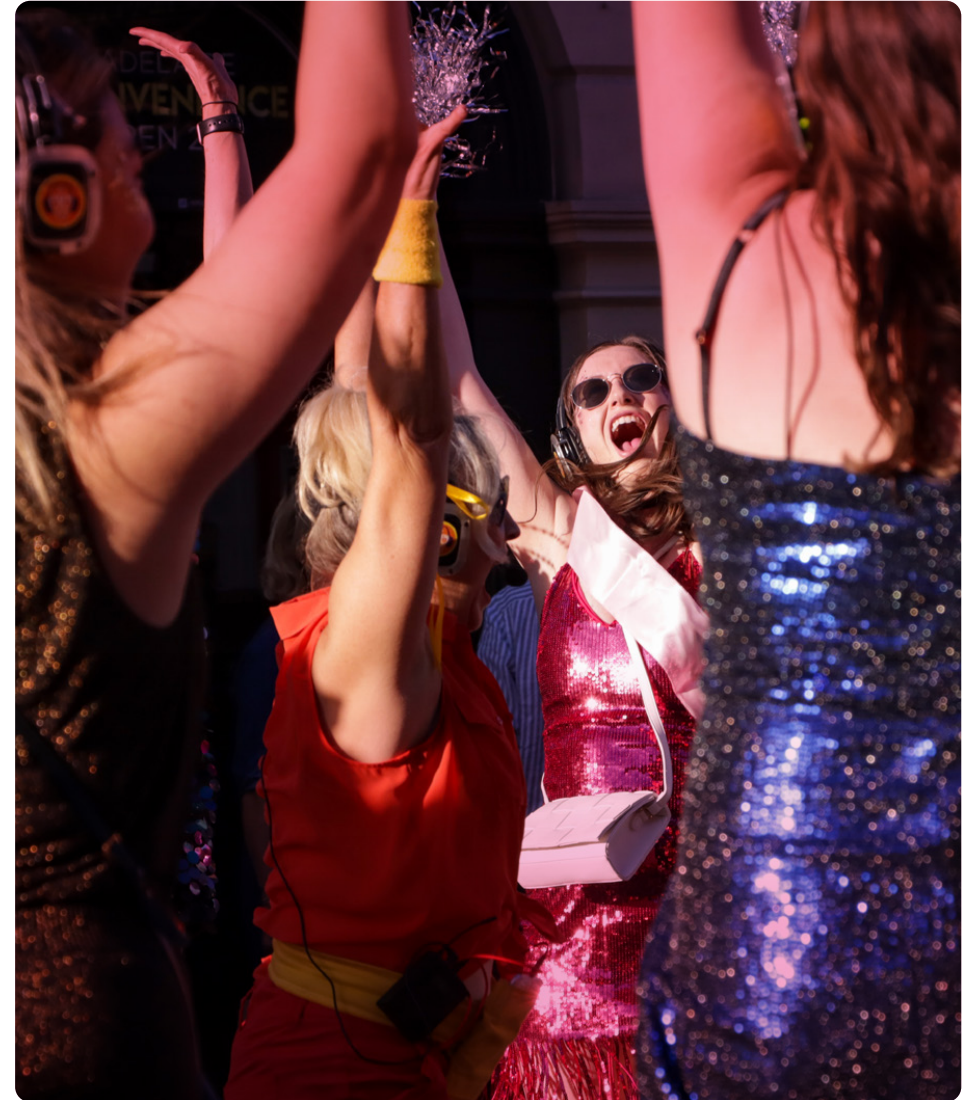
ADELAIDE FRINGE WEBSITE



FringeTIX

Attracting 3 million sessions on average per season, FringeTIX is the portal for ticket buyers to search, filter and select shows that are of interest to them. The full program is on sale from December 1, with advertising packages available from launch to the end of season.

Billboard, Button and Banner images display on desktop, tablet and smart phone versions of the FringeTIX website.



Silent Disco, East End. Photo: Madison Griffiths, 2023.

ADELAIDE FRINGE WEBSITE

BOOKING AND CONTENT DEADLINE: 10 days prior to publication

	PRE-SEASON			IN SEASON					FESTIVAL PACKAGES	
	PERIOD 1	PERIOD 2	PERIOD 3	OPENING WEEK	WEEK 1	WEEK 2	WEEK 3	WEEK 4	*now includes the week leading into opening weekend	
	DEC/JAN	JAN	JAN/FEB	FEB	FEB	FEB/MAR	MAR	MAR	12 Feb - 17 Mar	
	1 Dec - 1 Jan 32 Days	2-28 Jan 27 Days	29 Jan - 11 Feb 14 Days	12 -18 Feb 7 Days	19 - 25 Feb 7 Days	26 Feb - 3 Mar 7 Days	4 - 10 Mar 7 Days	11 - 17 Mar 7 Days	35 Days	
Billboard*	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	Individual	Packaged Deal
Button	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$550	\$2,750	Billboard, Button & Banner
Banner	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$1,350	\$6,000

Please note: prices per period are determined by average traffic from the previous season.
Adelaide Fringe cannot guarantee website traffic.

***Web Billboard**
Desktop: 970px (w) x 250px (h)
Mobile: 320px (w) x 100px (h)

***NEW!** Billboard placements can now accept dynamic GIF content.

Web Banner
Desktop: 728px (w) x 90px (h)
Mobile: 320px (w) x 50px (h)

Web Button
250px (w) x 400px (h)

JPEG File Requirements: 72dpi RGB colour

Files will not be scaled to fit in the system, they must be submitted exactly to specifications.

Please note: prices per period are determined by average traffic from the previous season. Adelaide Fringe cannot guarantee website traffic.

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DIGITAL ADVERTISING

EDMs (Electronic Direct Mail)

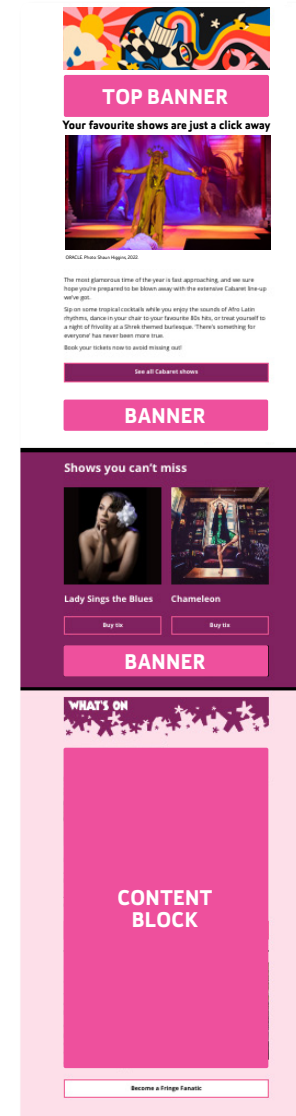
Direct emails to our audiences are a great way to directly reach an engaged audience of the festival, and one of our primary forms of communication. All advertising is sold by the Week Commencing (WC) date. This means that an email scheduled for WC Monday 4 December can be sent anywhere between the Monday 4 and Sunday 10 December. Please keep this in mind for your campaigns.

Our Fringe audiences are sent content at regular intervals to maintain a fresh and engaged audience, which means there are strictly limited positions available and can book out early. The audiences can be segmented based on their interests and engagement which helps maintain a lively audience and encourages more subscriptions to stay up to date with all things Fringe!

eNEWS SUBSCRIBERS

There are more than 155,000 email subscribers in the Fringe network who have opted to receive updates and announcements from Fringe. In addition to bi-weekly communications during Fringe, many opportunities exist to start generating hype from the launch of the program right through to closing weekend.

In 2023 our eNews Subscribers had an average
53.5% Open Rate and 3.52% Click Through Rate (CTR).



Top Banner
600px (w) x 120px (h)
\$1,080



Page Banner
600px (w) x 120px (h)
\$780



Content Block
600px (w) x 370px (h)
150 words of copy, URL
\$2,600

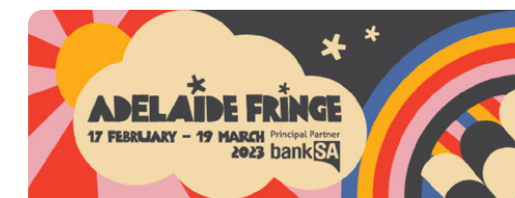
DIGITAL ADVERTISING

eNEWS SUBSCRIBERS

Product	Pricing (ex. GST)	File Dimensions JPEG, 72dpi RGB colour
Top Banner	\$ 1,080	600px (w) x 120px (h)
Content Block	\$ 2,600	600px (w) x 370px (h) + 150 words of copy
Page Banner	\$ 780	600px (w) x 120px (h)

BOOKING AND CONTENT DEADLINE: 10 days prior to publication

Files will not be scaled to fit in the system, they must be submitted exactly to specifications.



The circus is coming to town!



Rouge. Photo: Jordan Gollan, 2022

South Australia's suburbs are about to burst at the seams with colour, acrobatics, hula hoops and jaw-dropping entertainment. Whether you're looking to entertain the kids or are feeling something a little less PG-rated, this year's Circus events are reaching new heights. Explore the wild and the wonderful!

[Browse all circus shows](#)



Sign up for free Adelaide Fringe reviews.

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FRINGE MEMBER eNEWS

Fringe Membership boasts 7,000+ art and entertainment lovers every season who unlock 2for1 tix and exclusive discounts all year round. On average, Members purchase twice as many tickets than the average Fringe-goer, so get your ads in early to generate word of mouth around your event! Engage Members by offering an exclusive deal or experience via the Member eNewsletter. Advertising options include a ticket, Feature offer, Banner and will sit along side artist advertising and Fringe communications.

Featured Offers are also hosted on our Fringe Deals page of the website for the duration of the offer. This requires a 800px x 800px tile image.

A page banner can also be submitted or we will use a generic Fringe branded Member Offer banner on the webpage.

This is an unusual specification, and not necessary, so consider your design budget before commissioning this to a designer.

Dedicated eNewsletter \$2,600

Entire eNewsletter

Featured Offer \$880

Feature Image
600px (w) x 370px (h)

Media Release or 120 Words Copy

+ Details of member offer

EDM Banner \$390

600px (w) x 120px (h)

MEMBER NEWS

FEATURE IMAGE

Lead Image size 600 x 370 pixels. Photo Credit required

Feature Content Heading

Adelaide Premiere & Exclusive | Australia

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis eget ex ut leo sollicitudin facilisis. Curabitur feiis diam, accumsan id erat eget, tincidunt luctus risus. Cras efficitur lacinia gravida. Cras at fringilla nunc, vitae dapibus lectus.

Phasellus molestie maximus ante, ac suscipit turpis cursus sed. Donec mollis nisi justo, vitae lacinia augue scelerisque non. Etiam ut neque eget ante rutum pellentesque. Mauris in mollis lectus, vel maximus erat. Curabitur laoreet blandit convallis. Aliquam auctor urna quis velit mattis posuere. Donec lacus nulla, aliquet in gravida eget, gravida quis nulla. Mascenas trucidant et nisi sit amet effend. Integer maximus rhoncus magna sit amet rhoncus. Pellentesque congue auctor dolor tincidunt tempus.

Exclusive offer for Fringe Members: Use the promo code XXXX to receive XXXX

BOOK NOW!

EDM BANNER

Adelaide Fringe
Member eNewsletters
have an average open
rate of 55.25%, and
CTR of 7.96%

FRINGE MEMBERS

Product	Pricing (ex. GST)	File Dimensions JPEG, 72dpi RGB colour
Dedicated eNewsletter	\$ 2,600	Exclusive Content
Featured Offer	\$ 880	600px (w) x 370px (h) 120 words of copy Details of Member offer
Page Banner	\$ 390	600px (w) x 120px (h)

BOOKING AND CONTENT DEADLINE: 10 days prior to publication

DEDICATED MEMBERS ENEWSLETTER

Looking to take over the publication?

Purchase a dedicated eNewsletter and shout it out!

This product requires an exclusive offer made to Fringe Members. The content supplied must include an exclusive offer or discount to members.

Dedicated eNewsletters are extremely limited during the Fringe season, and we may turn down advertising that does not enhance our member experience.

Featured offer have a listing on our members section of the website.

You can submit a tile and a page banner to jazz up the listing. Don't want to design one? Thats ok! We have a generic branded banner.

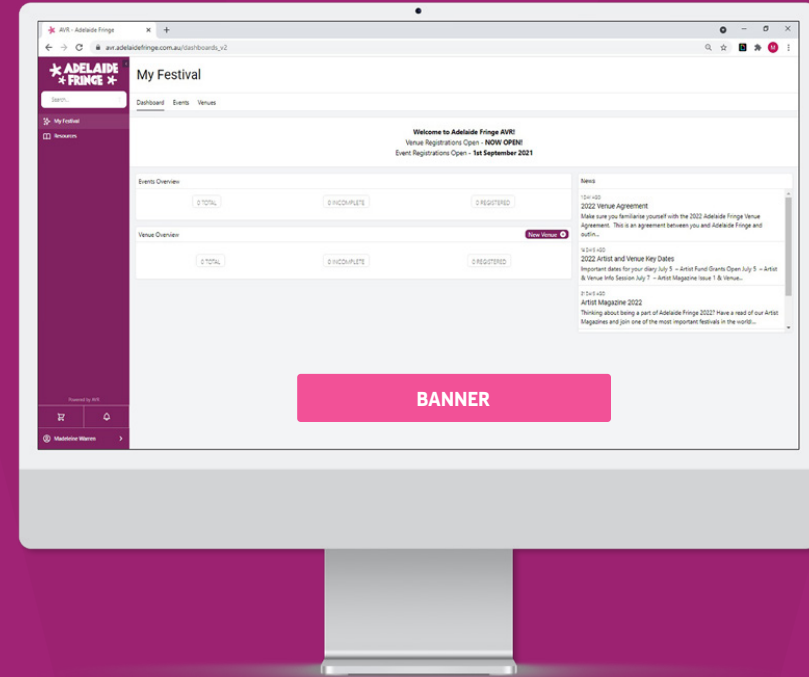
2400px (w) x 540px (h) JPEG file format, 72dpi, RGB colour. Includes safe zone 1080x540px for Mobile display – for best display do not place text outside safe zone. [Click here for example](#)

ADVERTISE TO ARTISTS AND VENUES

AVR Ad Package

Package Inclusions

Adelaide Fringe’s bespoke Artist and Venue Registration (AVR) system is a crucial tool for communicating with performers, producers and venue operators within Fringe. In the lead up to the 2023 Adelaide Fringe, opportunities to advertise directly to Fringe participants will be opened to relevant service providers over peak periods including venue and event registration, event advertising and ticketing. Limited packages are available.



All digital images supplied in JPEG, 72dpi, RGB colour

FringeWORKS			
Product	Pricing (ex. GST)		File Dimensions JPEG, 72dpi RGB colour
Package	\$	600	
EDM Banner	\$	325	600px (w) 120px (h) JPEG or GIF
AVR Banner	\$	260	840px (w) 120px (h) JPEG or GIF
Supplier Listing	\$	260	1600px (w) 800px (h) JPEG

AVR ARTIST & VENUE
REGISTRATION

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