ADVERTISING WITH ADELAIDE FRINGE

ADELAIDE FRINGE
18 FEBRUARY – 20 MARCH 2022

Principal Partner
bankSA

The Latebloomers, Erin Fowler at Adelaide Fringe Guide Photoshoot at Drakes Supermarket.
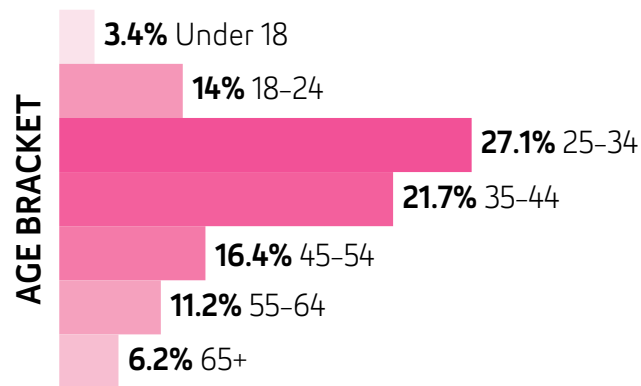Photo: Fumika Takagi, Adelaide Fringe 2021

WHY ADVERTISE THROUGH FRINGE?

As the biggest open access arts festival in the Southern Hemisphere, 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.

WHO GOES TO FRINGE?

In 2021, there were 2.8 million attendances to Adelaide Fringe registered events – that's an average of 87,000 attendances out every day/night for 31 days.

AGE BRACKET

- **3.4%** Under 18
- **14%** 18–24
- **27.1%** 25–34
- **21.7%** 35–44
- **16.4%** 45–54
- **11.2%** 55–64
- **6.2%** 65+

HOW TO BOOK YOUR ADVERTISING:

- This catalogue is organised in order of the dates that advertising bookings close. Prices, image requirements and deadlines are at the end.

- Do you know what you want and just want to know how much it is? Flip to the booking page at the back to shortlist your advertising and follow the steps to lock it in.

If you prefer to communicate with a human, contact ads@adelaidefringe.com.au *or call* (08) 8100 2007.

Media Reach

106,713 followers
(5.9% increase on 2020)

65,318 followers

42,095 followers
(10.2% increase on 2020)

7,265 Fringe Members
(70.4% increase on 2020)

148,376 email database
(5.9% increase on 2020)

2.7M website sessions

301 accredited media personnel attended Adelaide Fringe

9,449 Fringe-related media results

$25.8 million worth of media coverage coverage reaching an audience of **131.7** million worldwide

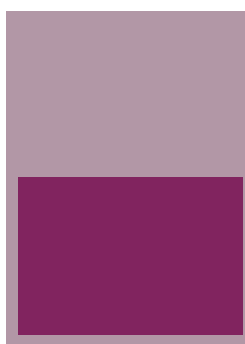# PRINT ADVERTISING

Adelaide Fringe 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. Over 82% of Adelaide Fringe audiences surveyed in 2020 had consulted the Guide in print or online in the lead up to and during the season. 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.
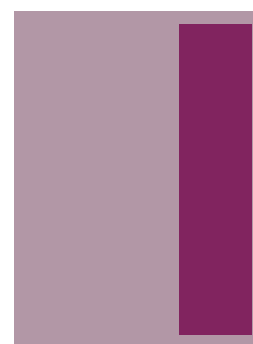
Full Page Options:

Inside Front Cover
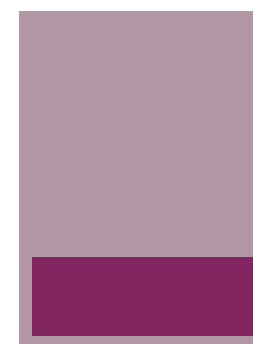
Inside Back Cover

Back Cover

Full Page Internal

Centrefold
(2 Full Pages)

Half Page

Third Page

Quarter Page

Medium Ad

Small Ad

Need more space? To find out more about customising for your requirements email ads@adelaidefringe.com.au

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 through AVR, for more information email ads@adelaidefringe.com.au. Artwork must only refer to FringeTIX and/or adelaidefringe.com.au in regards to booking tickets. Advertising may only refer to Adelaide Fringe events in general venue advertising, external events will not be accepted for advertising (except for via Fringe Membership channels).

Fringe By Day Guide

Listing only shows with a start time before 5pm, the Fringe By Day guide is attractive to families, retirees, shiftworkers, students, tourists, and Fringe fanatics who like to start early to fit in multiple events. Available at Box Offices and community hubs in and around the CBD, the Fringe By Day Guide is a targeted guide and can really help you stand out from the crowd.
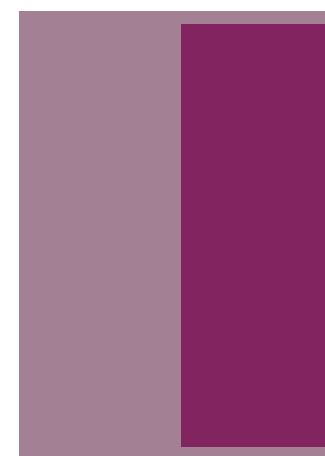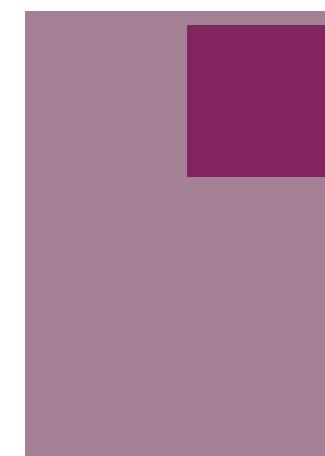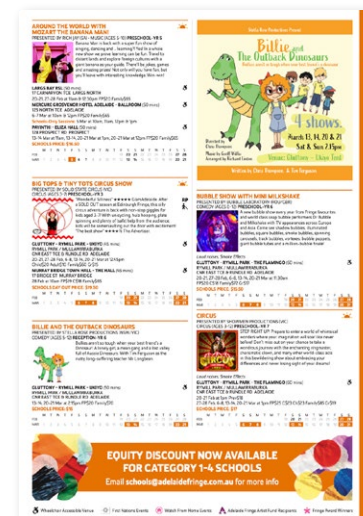

Need more space? To find out more about customising for your requirements email ads@adelaidefringe.com.au

Full Page

Half Page Vertical

Medium Ad

PRINT ADVERTISING

Schools Program Guide

The Schools Program provides a bespoke booking service for teachers; facilitating class excursions and allowing students access to behind the scenes experiences, workshops and tours to classes from across South Australia. 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 organizing school excursions throughout the year.

300
Poster comp entries from across SA

2,382
Tickets booked by schools

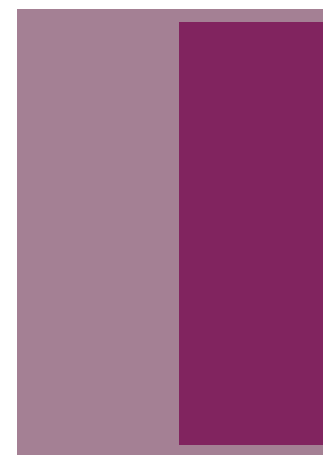**$41,238**
In ticket sales for Artists and Venues

133
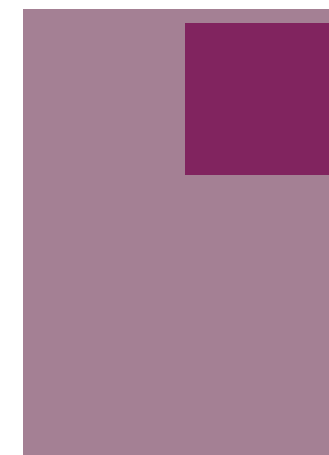Events offered student discount ticket prices

3,000
Schools guides distributed around SA

Need more space? To find out more about customising for your requirements email ads@adelaidefringe.com.au

Full Page

Half Page Vertical

Medium Ad

Access Guide

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 systematic 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 available in 4,000 A4 size print guides, as a downloadable PDF for readers.

Image Requirements:

- 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

614 ticket bookings with access notes (exc. Wheelchair tickets)

223 Wheelchair tickets sold

1,482 Companion Card tickets sold

RP 52 Relaxed performances

18 Auslan interpreted events

AD)) 4 Audio described events

Access Events Snapshot from 2021 Adelaide Fringe Annual Review

Full Page

Half Page

DIGITAL ADVERTISING
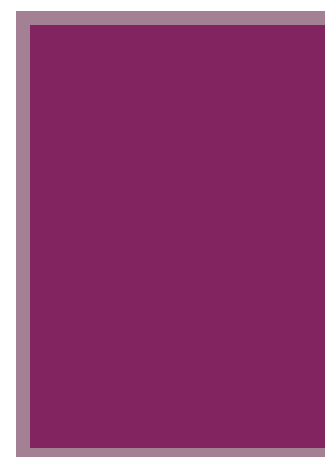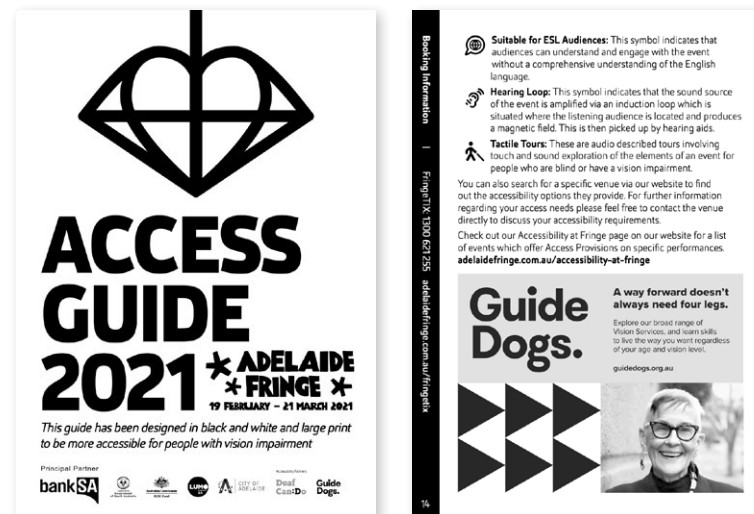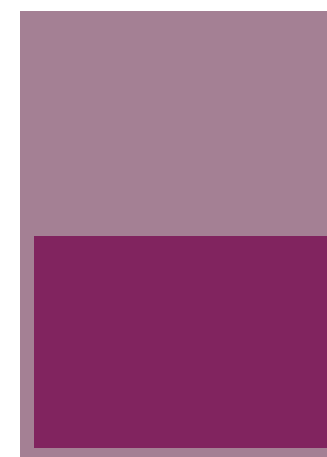
Adelaide Fringe Website

Positioned at the top of the Adelaide Fringe homepage, this is the most viewed page of our website. Purchasing a homepage tile brings your event listing directly across from the FringeTIX listing and puts it on the front page without any need for additional copy writing or graphic design. No need to supply artwork, this option allows you to book and we do the rest!
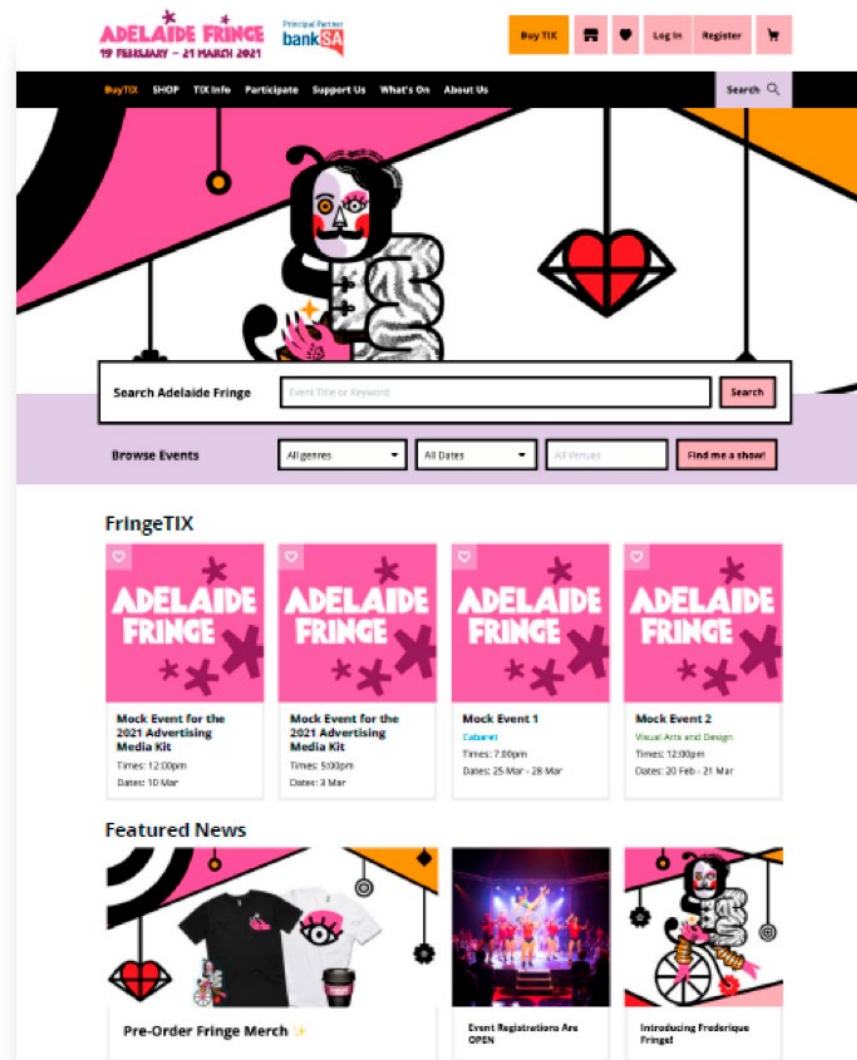
DIGITAL ADVERTISING

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. FringeTIX goes live with the full program launch, and advertising packages are 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.
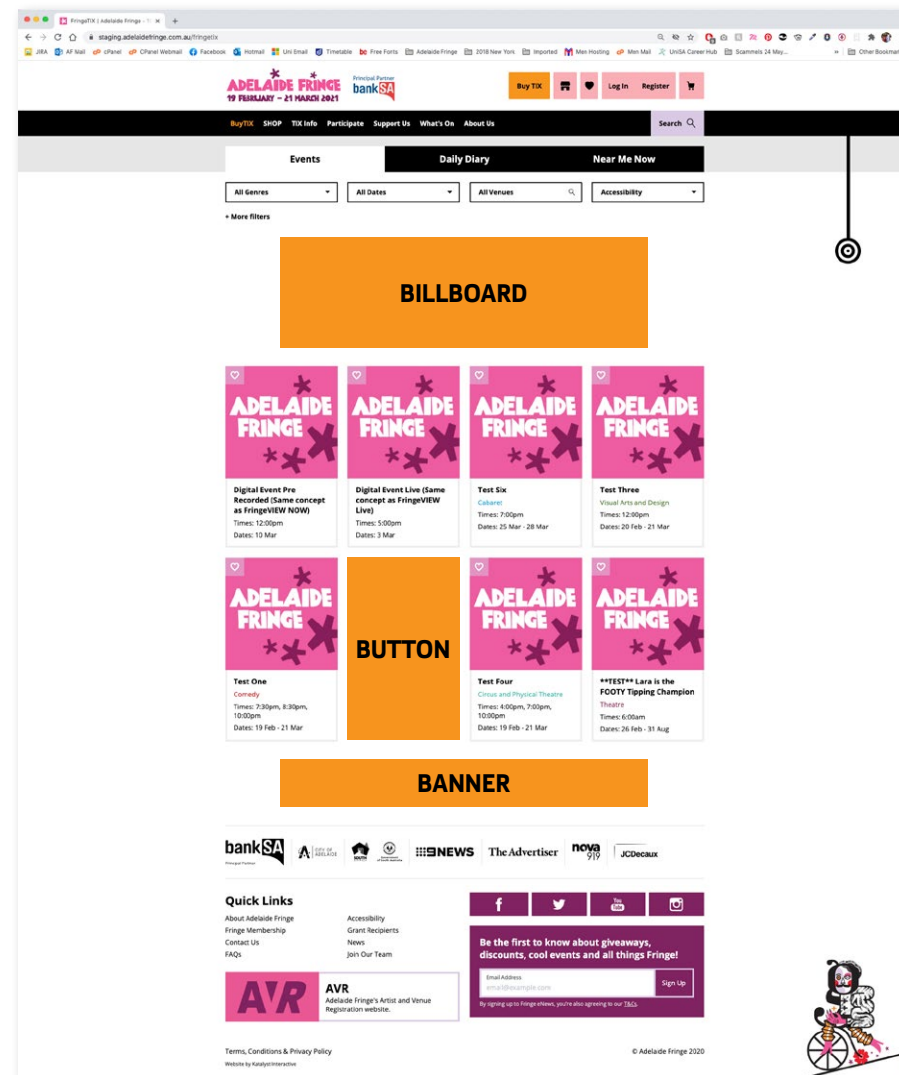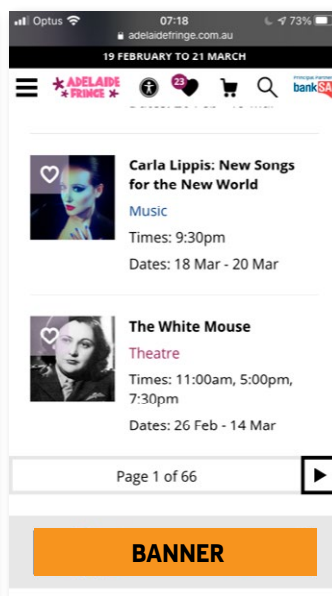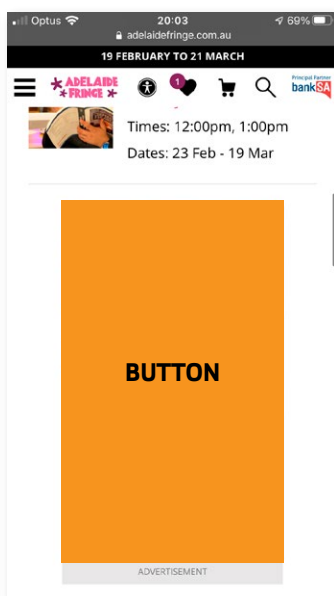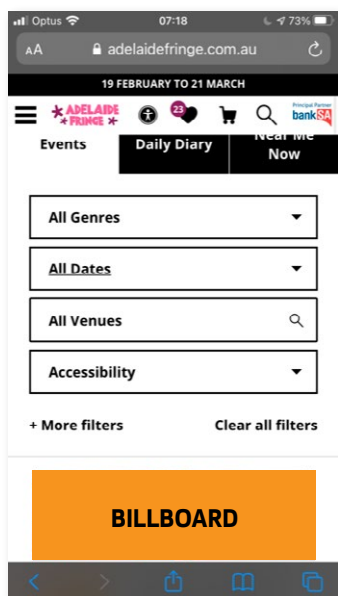
DIGITAL ADVERTISING

Electronic Direct Mail (EDM) to Fringe Subscribers

There are over 140k 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.

Genre-specific campaigns showcasing magic, cabaret, music, dance, comedy, children's shows, theatre and circus are open for advertising directly to your target audience of subscribers who have purchased within this genre in previous years, and is the best way to get in front of your audience before you hit the stage.

Options for advertising space range include a **content block** advertorial, **banner** and image **buttons**.

Fringe Member Offers

Fringe Membership boasts over 7,000 art and entertainment lovers who unlock secret events, free movie screenings and exclusive discounts all year round. On average, Members purchase twice as many tickets than the average Fringe–goer, and are able to leave 'Member Reacts' and reviews on the FringeTIX event page.

Engage Members by offering an exclusive deal or experience via the Member eNewsletter. Advertising options include a ticket Giveaway, Feature offer, Banner and Event Highlights.

Members by Age
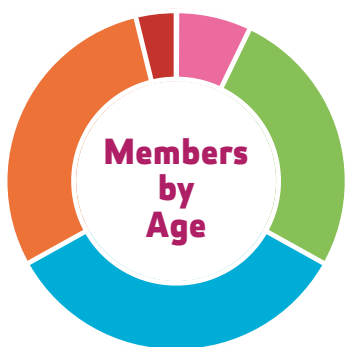
- U18 (5)
- 18–24 (516)
- 25–34 (1,882)
- 35–50 (2,460)
- 50+ (2,123)
- Undisclosed (279)

Members by Location

- Adelaide Metro (6,395)
- Adelaide Regional (401)
- Interstate (394)
- International (6)
- Undisclosed (69)

MEMBER NEWS

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 felis 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 rutrum 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. Maecenas tincidunt et nisi sit amet eleifend. Integer maximus rhoncus magna sit amet rhoncus. Pellentesque congue auctor dolor tincidunt tempus.

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

BOOK NOW!

Win Tickets!   See all

Enter now for the chance to win double passes to these shows!

Image 640 x 640

Event title 1

Show Dates

20 word description

To enter, tell us who you would bring with you.

Image 640 x 640

Event title 2

Show Dates

20 word description

To enter, tell us the name of the actor who starred in XX.

Image 640 x 640

Event title 3

Show Dates

20 word description

To enter, tell us what your favourite cocktail is.

Image 640 x 640

Event title 4

Show Dates

20 word description

To enter, tell us who hosted the what at the where.

ADELAIDE FRINGE

Get in touch with us:
By phone: +61 8 8100 2000
By email: buzz@adelaidefringe.com.au

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You are rec
subscri

*Adelaide Fringe Member eNewsletters have an **average open rate of 56.97%***

BOX OFFICE ADVERTISING

Digital Posters

Adelaide Fringe offers space on digital screens for your posters at our two main Box Office sites.

LCD screens are mounted on the back wall of the Rundle Mall Box Office to engage people approaching our team for more information about Fringe, advice on what to see and to purchase tickets. Screens are operational from Program launch to the end of Fringe, and are a great way to connect with spontaneous ticket buyers.

Ads will run on a loop of 15 second intervals across all screens, with a maximum of 20 slots available.

BankSA Fringe Corner Box Office. Fumika Takagi, 2021

PRODUCT SPECS & PRICES: PRINT ADVERTISING

ADELAIDE FRINGE
ADVERTISING 2022

Use the booking form below and overleaf to shortlist your preferred advertising options, then login to AVR and add your preferred items to your account. A booking is not confirmed until the Adelaide Fringe Advertising Sales Terms and Conditions have been agreed to and payment received.

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.

ADELAIDE FRINGE GUIDE

ARTWORK DUE 28 NOV

Copies Printed 310,000	PDF File Dimensions	Price (ex. GST)
Centrefold (2 Full Pages)	420mm (w) x 297mm (h) +3mm bleed	$ 20,000
Back Cover Full Page	210mm (w) x 297mm (h) +3mm bleed	$ 20,000
Inside Front Cover	210mm (w) x 297mm (h) +3mm bleed	$ 16,500
Inside Back Cover	210mm (w) x 297mm (h) +3mm bleed	$ 16,500
Full Page RHS	210mm (w) x 297mm (h) +3mm bleed	$ 9,900
Full Page LHS	210mm (w) x 297mm (h) +3mm bleed	$ 9,000
Half Page RHS	187mm (w) x 139mm (h)	$ 5,500
Half Page LHS	187mm (w) x 139mm (h)	$ 5,000
Third Page Verticle RHS	60mm (w) x 278mm (h)	$ 3,850
Third Page Verticle LHS	60mm (w) x 278mm (h)	$ 3,500
Quarter Page RHS	187mm (w) x 69.5mm (h)	$ 3,300
Quarter Page LHS	187mm (w) x 69.5mm (h)	$ 3,000
Medium Ad RHS	60mm (w) x 139mm (h)	$ 1,430
Medium Ad LHS	60mm (w) x 139mm (h)	$ 1,300
Small Ad RHS	60mm (w) x 69.5mm (h)	$ 715
Small Ad LHS	60mm (w) x 69.5mm (h)	$ 650

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ACCESS GUIDE

ARTWORK DUE 06 DEC

Copies Printed 4,000	PDF File Dimensions	Price (ex. GST)
Full Page RHS	210mm (w) x 297mm (h) + 3mm bleed	$ 1,100
Full Page LHS	210mm (w) x 297mm (h) + 3mm bleed	$ 1,000
Half Page RHS	165mm (w) x 125mm (h)	$ 660
Half Page LHS	165mm (w) x 125mm (h)	$ 600

SCHOOLS GUIDE

ARTWORK DUE 06 DEC

Copies Printed 2,500	PDF File Dimensions	Price (ex. GST)
Full Page RHS	210mm (w) x 297mm (h) + 3mm bleed	$ 1,100
Full Page LHS	210mm (w) x 297mm (h) + 3mm bleed	$ 1,000
Half Page Verticle RHS	91mm (w) x 278mm (h)	$ 660
Half Page Verticle LHS	91mm (w) x 278mm (h)	$ 600
Medium Ad RHS	91mm (w) x 94mm (h)	$ 363
Medium Ad LHS	91mm (w) x 94mm (h)	$ 330

FRINGE BY DAY GUIDE

ARTWORK DUE 07 JAN

Copies Printed 7,000	PDF File Dimensions	Price (ex. GST)
Centrefold	420mm (w) x 297mm (h) + 3mm bleed	$ 2,000
Back Cover – Full page	210mm (w) x 297mm (h) + 3mm bleed	$ 2,000
Inside Back Cover – Full Page	210mm (w) x 297mm (h) + 3mm bleed	$ 1,500
Inside Front Cover – Full Page	210mm (w) x 297mm (h) + 3mm bleed	$ 1,500
Full Page RHS	210mm (w) x 297mm (h) + 3mm bleed	$ 1,100
Full Page LHS	210mm (w) x 297mm (h) + 3mm bleed	$ 1,000
Half Page Verticle RHS	91mm (w) x 278mm (h)	$ 660
Half Page Verticle LHS	91mm (w) x 278mm (h)	$ 600
Medium Ad RHS	91mm (w) x 94mm (h)	$ 363
Medium Ad LHS	91mm (w) x 94mm (h)	$ 330

PRODUCT SPECS & PRICES: DIGITAL ADVERTISING

ADELAIDE FRINGE ADVERTISING 2022

Use the booking form to shortlist your preferred advertising options, then login to AVR and add your preferred items to your account. A booking is not confirmed until the Adelaide Fringe Advertising Sales Terms and Conditions have been agreed to and payment received.

Digital file requirements: JPEG file format, 72dpi, RGB colour.
Moving images (Box Office posters only) must be in MP4 format.
Files not provided in this format and to the correct size will not be accepted.

ADELAIDE FRINGE BOX OFFICE ADVERTISING — *ARTWORK DUE 5 DAYS PRIOR TO BOOKING*

Digital Posters	Dimensions (Pixels)	Price (ex GST)
Rundle Mall Box Office 29 Nov – 2 Jan (35 Days)	1080px (w) x 1920px (h)	$ 100
Rundle Mall Box Office 3 Jan – 30 Jan (28 Days)		$ 100
Rundle Mall Box Office 31 Jan – 13 Feb (14 Days)		$ 100
All Box Office Screens Opening Weekend 14 Feb – 20 Feb (7 Days)		$ 400
All Box Offices 21 Feb – 27 Feb (7 Days)		$ 300
All Box Offices 28 Feb – 6 Mar (7 Days)		$ 300
All Box Offices 7 Mar – 13 Mar (7 Days)		$ 300
All Box Offices 14 Mar – 20 Mar (7 Days)		$ 300
Add On: Video file per booking for inside Box Office screens	1080px (w) x 1920px (h), MP4	$ 40

ADELAIDE FRINGE ENEWS — *ARTWORK DUE 10 DAYS PRIOR TO PUBLICATION*

Up to 148,000 Subscribers	Dimensions (Pixels)	Price (ex GST) *Price per edition*
Top Banner	600px (w) x 120px (h)	$ 750
Content Block	600px (w) x 370px (h) image, 150 words of copy, URL	$ 2,000
Mid Page Button	640px (w) x 640px (h)	$ 330
Page Banner	600px (w) x 120px (h)	$ 600

ADELAIDE FRINGE MEMBER ENEWS — *ARTWORK DUE 10 DAYS PRIOR TO PUBLICATION*

Up to 7,200 Subscribers	Package Requirements	Price (ex GST) *Price per edition*
Dedicated eNewsletter	Exclusive content	$ 2,000
Featured Offer	Feature image 600px (w) x 370px (h) Tile image 640px (w) x 640px (h) (no copy on image) Media release or 120 words copy Details of member offer	$ 680
Event Highlight	640px (w) x 640px (h) (no copy on image) 20 words copy	$ 380
EDM Banner	600px (w) x 90px (h)	$ 300
EDM Giveaway (3 Double Passes)	640px (w) x 640px (h) (no text overlay) Approval to provide 3 comp double passes and the performance date	$ 100

PRODUCT SPECS & PRICES: DIGITAL ADVERTISING

ADELAIDE FRINGE
ADVERTISING 2022

Use the booking form below to shortlist your advertising options,
and email to ads@adelaidefringe.com.au to place your order.

File requirements: JPEG file format, 72dpi, RGB colour.
Files not provided in this format and to the correct size will not be accepted.

ADELAIDE FRINGE WEBSITE ADVERTISING		BOOKING DUE 7 DAYS PRIOR TO PUBLICATION
Homepage Listing	Dimensions (Pixels)	Price (ex GST)
29 Nov – 2 Jan (35 Days)		$ 300
3 Jan – 30 Jan (27 Days)		$ 300
31 Jan – 20 Feb (21 Days)		$ 300
21 Feb – 27 Feb (7 Days)	Image from AVR event listing 800px (w) x 800px (h)	$ 200
28 Feb – 6 Mar (7 Days)		$ 200
7 Mar – 13 Mar (7 Days)		$ 200
14 Mar – 20 Mar (7 Days)		$ 200

ADELAIDE FRINGE WEBSITE ADVERTISING			*ARTWORK DUE 10 DAYS PRIOR TO PUBLICATION*
FringeTIX	Web Billboard Desktop: 970px (w) x 250px (h) Mobile: 320px (w) x 100px (h)	Web Button 250px (w) x 400px (h)	Web Banner Desktop: 728px (w) x 90px (h) Mobile: 320px (w) x 50px (h)
Dates	**Price (ex GST)**		
1 Dec – 2 Jan (33 Days)	$ 600	$ 400	$ 150
3 Jan – 30 Jan (27 Days)	$ 700	$ 500	$ 250
31 Jan – 20 Feb (21 Days)	$ 800	$ 600	$ 300
21 Feb – 27 Feb (7 Days)	$ 450	$ 350	$ 175
28 Feb – 6 Mar (7 Days)	$ 450	$ 350	$ 175
7 Mar – 13 Mar (7 Days)	$ 450	$ 350	$ 175
14 Mar – 20 Mar (7 Days)	$ 450	$ 350	$ 175
Festival Season: 18 Feb – 20 Mar (31 Days)	$ 1,650	$ 1,250	$ 600
WEB Banner + Button + Billboard Package Festival Season: 18 Feb – 20 Mar (31 Days)			$ 3,200

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