

## 2011 PARTICIPATING PHILLY FRINGE ARTIST RATES (40% DISCOUNT!)

Placing an ad in the 2011 Festival Guide or Philadelphia Live Arts Festival show programs is a sure-fire way to highlight your Philly Fringe show to the Festival's 25,000+ enthusiastic, loyal attendees.

September 2 - 17, 2011

### FESTIVAL GUIDE

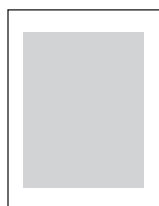
The #1 tool used by audiences to plan their Festival experience

8 x 10" full color, 120 page stitched booklet  
"Virtual Guide" also posts the first week of August

10k directly mailed the first week of August, 2010  
30k distributed to Philadelphia-area hotspots

Reservation deadline: **May 27**

Artwork and payment due: **June 10**

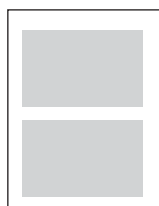


Full Page

**\$1,400\***

7.25" w x 9.5" h

\*Inside Front or Back Cover  
\$3,000 (call for availability)

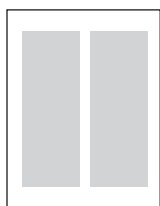


Half Page  
Horizontal

**\$760**

7.25" w

4.6875" h

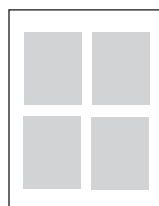


Half Page  
Vertical

**\$760**

3.5625" w

9.5" h

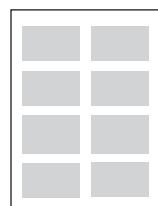


Quarter Page

**\$415**

3.5625" w

4.6875" h



Eighth Page

**\$230**

3.5625" w

2.2812" h

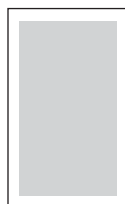
### LIVE ARTS SHOW PROGRAM

Uncluttered advertising opportunity to a captive audience

8.5 x 14" 2-sided full color 1-sheet  
Received by more than 10k Live Arts Festival show audiences

Reservation deadline: **July 15**

Artwork and payment due: **July 29**

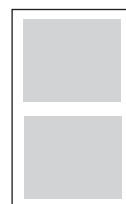


Full page

7.75" w

13.5" h

**\$3,000**



Half page

8" w

6.625" h

**\$1,500**

### AD SPECIFICATIONS

Please submit your ad in the following format:

**File Format:** High resolution PDF or TIFF

**Color:** CMYK only

**All files must be at least 300dpi**

**Please Note:** We cannot accept camera-ready art or ads created in Word, Corel, Pagemaker, etc.

### PLEASE MAIL PAYMENT TO:

The Philadelphia Live Arts Festival & Philly Fringe  
919 N 5th St  
Philadelphia, PA 19123

### QUESTIONS:

Dan Comly, [advertise@livearts-fringe.org](mailto:advertise@livearts-fringe.org)  
215.913.9006 X16

### HOW TO RESERVE:

Please email [advertise@livearts-fringe.org](mailto:advertise@livearts-fringe.org) with your company name, contact person, phone number, size of ad, and specify if it's for the **GUIDE** or **PROGRAM**.

To reserve by FAX, please complete this form and fax to **215-413-9007**

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Size of Ad (Guide / Program): \_\_\_\_\_

Street Address: \_\_\_\_\_