



THE BOULDER INTERNATIONAL FRINGE FESTIVAL ADVERTISING OPPORTUNITY

WHO WE ARE:

- *The Boulder International Fringe Festival*, the largest and most ambitious arts event in Boulder history, hosts 300 local, national, and international artists that present 350 showings over 12 days at venues throughout downtown Boulder. This festival attracts audiences and artists from all over the region and beyond.
- *The Fringe's* mission is to create an open and equitable platform for performance and art in the community
- *The Fringe* builds bridges between organizations and individuals.
- *The Festival* promotes the creative spirit of the entire community, including children, the developmentally disabled, and senior citizens.

BENEFITS OF ADVERTISING WITH *THE FRINGE* INCLUDE:

- 40,000 copies of the program printed and distributed throughout the month of August (if advertising choice is in the program)
- Estimated 30,000 audience members in 2008 (25,000 in 2007).
- Allows for unique visibility opportunities for your products and services including announcements at events, live commercials, banners at events, etc.
- Over 2,000,000 hits per year on the website.
- Support creative artistic expression.

A DECISION THAT WILL WORK FOR YOUR BUSINESS:

- Advertising with *The Boulder International Fringe Festival* is a wonderful way to broaden the exposure of your business. This event brings thousands of people together in a cultural celebration of Performance and art in the local region. People come from all over the world to take part in the *Boulder Fringe*. This creates a priceless opportunity to raise the profile of your business.

LOCAL ADVERTISING RATES AND CONTRACT:

Ad due date - July 1st, 2008

Date: _____

Fringe Contact: _____

Advertising Rates

Back (Full) \$1600
Inside Front/Back (Full) \$1400
Full Page \$1200
1/2 Page \$650
1/4 Page \$330
1/8 Page \$200
1/16 Page \$130

Advertising:

Company Name: _____
Address: _____
City/State/Zip: _____
Contact: _____
Title: _____
Phone: _____
Fax: _____
E-mail: _____

BILLING:

Advertisement Size: _____
Ad Space Cost: _____

Payment Options

Check Number: _____
Name on Check: _____
Drivers License Number/EIN

Credit Card

____MC ____Visa ____Other
Complete CC Form

Authorized Signature: _____

Date: _____

FOR OFFICE USE ONLY

Ad Size: _____ Color: Y/N
Requested Program Section (if any): _____
Ad Materials to Arrive by: _____
Additional Instructions or Comments:

Advertiser's Marketing Contact

Name: _____
Email: _____
Phone Number: _____

Boulder International Fringe Festival
1020½ Portland Place
Boulder, CO 80302
info@boulderfringe.com



THE BOULDER INTERNATIONAL FRINGE FESTIVAL WEBVERTISING OPPORTUNITY

WHO WE ARE:

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BENEFITS OF WEBVERTISING WITH *THE FRINGE* INCLUDE:

- Information posted on multiple places on our website, under resources for artists and for patrons
- A tiered system that offers selections for a variety of advertising budgets
- The Fringe website is the main point of contact for audience and artists
- Allows for greater visibility for products and services
- Fringe performances have a devoted following among theatre lovers in the area as well as popularity with the coveted 18-35 demographic

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LOCAL WebVERTISING RATES AND CONTRACT:

Date: _____ Fringe Contact: _____

WebVERTISING RATES/SIZES:

Tier 1: \$95. Logo, website, hours, address, phone number, a 40 word description, and an additional 20 words to advertise Fringe patron and artist discounts.

Tier 2: \$45. Website, hours, phone number, 20 word description

Tier 3: \$25. Phone number, 8 word description

All webvertisements are posted as soon as possible upon receipt of payment and remain active until the end of the festival year, September 30. At that time you will be contacted concerning renewal.

WebVERTISER:

Company Name: _____
Address: _____
City/State/Zip: _____
Contact: _____
Title: _____
Phone: _____
E-mail: _____

Billing:

Advertisement Size: _____
Ad Space Cost: _____
Payment Options:
Check Number: _____
Name on Check: _____
Drivers License Number/EIN _____

Credit Card
____ MC ____ Visa ____ Other
Complete CC Form

Authorized Signature:

Date: _____

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