

**5TH ANNIVERSARY  
CAPITAL  
FRINGE  
FESTIVAL  
JULY 8<sup>to</sup>25, 2010**

2010 advertising rate sheet

**FESTIVAL GUIDE CIRCULATION**

The Capital Fringe Festival Guide is read by over 20,000 people every year. Available at all Fringe venues and area coffee shops, bars, etc., The Guide is used by patrons to find show listings, times and theatre locations. Advertising in The Guide ensures that your business will be seen multiple times by a diverse array of individuals.

**FRINGE DEMOGRAPHICS**

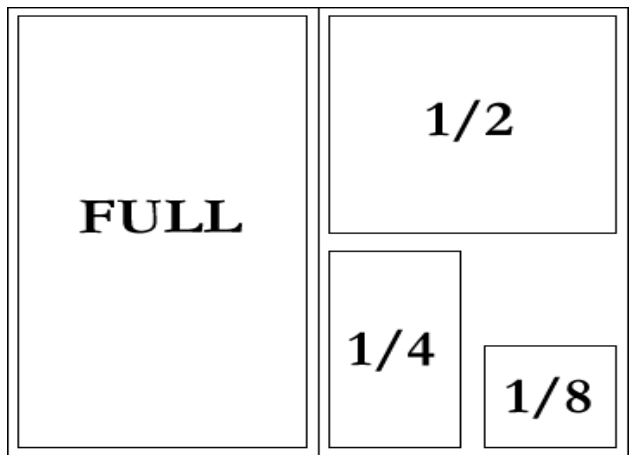
Now in its fifth year, Capital Fringe continues to attract a diverse audience. Most patrons live within the District, and 95% of patrons live in either D.C., Maryland, or Virginia. 65% of Fringe patrons make above \$75,000 a year, and over half are women.

The Fringe Festival website received 73,399 unique visits in 2009. There were 133,556 page views with visitors spending an average time of 1:39 on the site.

**SIZES**

Camera-ready ads must adhere to size specifications

Ad Size	Inches
Full page . . . . .	5 x 9
1/2 page . . . . .	5 x 4.375
1/4 page . . . . .	2.375 x 4.375
1/8 page . . . . .	2.375 x 2.0625
Web ad . . . . .	300 pixels x 100 pixels



**RATES**

**Ad Size**

Full page . . . . .	\$1,500
1/2 page . . . . .	\$800
1/4 page . . . . .	\$500
1/8 page . . . . .	\$250

**Special Positions**

*Full page only, please call if interested*

Outside back cover . . . . .	\$3,000
Inside front cover . . . . .	\$1,700

**Web Ads**

Home page banner . . . . .	\$300
Festival page . . . . .	\$250

**DEADLINES**

**Print Ads**

Closing date: May 6<sup>th</sup>, 2010  
 Artwork due: May 14<sup>th</sup>, 2010

**Web Ads**

Closing date: June 1<sup>st</sup>, 2010  
 Artwork due: June 2<sup>nd</sup>, 2010

**AD PRODUCTION SPECS**

Line screen – 133  
 Ads accepted in the form of:  
 Camera-ready;  
 Emailed zip or mailed CD.  
 PDF, EPS, TIFF or JPG files, no smaller than 300 dpi

**SEND ADVERTISING MATERIALS TO:**

**Capital Fringe Festival  
 ATTN: Chase Helton  
 607 New York Ave NW  
 Washington, D.C. 20001  
 Phone: 202.737.7230**

**Email: chase@capitalfringe.org**

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2010 advertising agreement

**AD SPECIFICATIONS**

**Size of ad** (circle choice)

- Full page
- 1/2 page
- 1/4 page
- 1/8 page
- Home page banner
- Festival page

**Check those that apply:**

- Ad is camera ready
- Ad supplied on disk
- Ad will be emailed
- Ad needs production work (\$65/hr)
- Photo(s) supplied
- Graphics/Artwork supplied

**CANCELLATIONS/PAYMENT**

Payment is due with submission of agreement. There will be no refunds for cancellations or changes in agreement once form has been processed.

**RETURN FORM TO:**

**Capital Fringe Festival**

**ATTN: Chase Helton**

**607 New York Ave NW**

**Washington, D.C. 20001**

**Phone: 202.737.7230**

**Email: chase@capitalfringe.org**

**BILLING INFORMATION**

Ad rate \_\_\_\_\_ + special position \_\_\_\_\_ =**TOTAL** \_\_\_\_\_

**Method of payment** (check one)

Check or money order included  
*Please make payable to Capital Fringe Festival*

Credit card

Name on card: \_\_\_\_\_

Card number: \_\_\_\_\_

Expiration date (MM/YY): \_\_\_\_\_

CVV (3-digit code on back): \_\_\_\_\_

\_\_\_\_\_  
COMPANY BUSINESS NAME / ADVERTISER

\_\_\_\_\_  
BILLING ADDRESS

\_\_\_\_\_  
CITY / STATE / ZIP CODE

\_\_\_\_\_  
TELEPHONE

\_\_\_\_\_  
CONTACT

\_\_\_\_\_  
AGENCY

I hereby certify that I am an authorized agent of the above named company (herein named as "advertiser") and have authority to execute this Advertising Agreement for and on behalf of same. With my signature below, I authorize the Capital Fringe Festival to publish advertising as outlined above effective the signature date.

This Advertising Agreement is subject to all terms and conditions set forth on the Capital Fringe Festival Rate Sheet, a copy which has been made available to me. I have read and understand all of the terms and conditions as set forth on the Rate Sheet.

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE