



Artist Marketing Support 2021

Marketing support you will receive from the Festival

- A listing in the Festival's digital Program Guide (including an image and show description)
- Facebook/Instagram/Twitter Collective Promotion posts (1-2 posts depending on the overall tickets sales; each post containing 1-2 sentences)
- A listing on the Fringe's ticketing website (including an image and show description)
- A mention in the curtain speech
- A feature in Fringe's e-newsletter (featured content is based on the information provided by the artists)

Are there opportunities for paid advertising with the Vancouver Fringe Festival?

Options to purchase ads in the digital Program Guide, Fringe e-newsletter, and Fringe's social media channels will be available.

Per Item:

- Digital Program Guide:
 - **\$50** for ½ page size
 - **\$35** for ¼ page size
- E-newsletter:
 - **\$85** for inclusion in all festival promotion newsletters
- Social Media:
 - **\$25** for one promotional social media ad/post via the Fringe's channels (choose a social media platform; run 11 days)
 - **\$68** for one ad/post across all three social media platforms via the Fringe's channels (total three posts; run 11 days)

Ad Combination:

- **\$155:** ½ size ad in the digital program guide, E-newsletter, one social media ad/post (choose a social media platform; run 11 days)
- **\$180:** ½ size ad in the digital program guide, E-newsletter, one ad/post across all three social media platforms (run 11 days)

Are there opportunities for reviews and/or media exposure?

We engage the media, bloggers, and influencers to promote the Festival. If the journalist/blogger/influencer has a particular interest towards an artist/show, then we will arrange for interviews and performance access. The Festival cannot guarantee any show reviews or interviews. We provide artists with a Media List so artists can use the resource for self-promotion.