

## 2011 ADVERTISING OPPORTUNITIES

Placing an ad in the 2011 Festival Guide and Philadelphia Live Arts Festival show programs is a sure-fire way to reach our 25,000+ local, enthusiastic, loyal attendees.

### FESTIVAL GUIDE

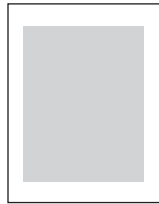
The #1 tool used by audiences to plan their Festival experience

8 x 10" full color, 120 page stitched booklet  
10k directly mailed the first week of August, 2011  
30k distributed to Philadelphia-area hotspots

**Reservation deadline: June 3**

"Virtual Guide" also posts the first week of August.  
For an additional \$25, we'll link your ad in the Virtual Guide to your website!

**Artwork and payment due: June 10**

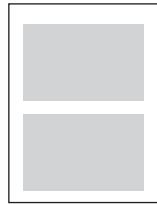


Full Page

**\$2,300\***

7.25" w x 9.5" h

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

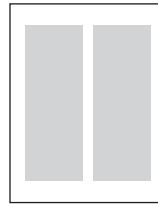


Half Page  
Horizontal

**\$1,265**

7.25" w

4.6875" h

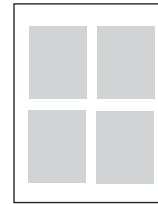


Half Page  
Vertical

**\$1,265**

3.5625" w

9.5" h

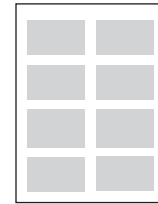


Quarter Page

**\$695**

3.5625" w

4.6875" h



Eighth Page

**\$380**

3.5625" w

2.2812" h

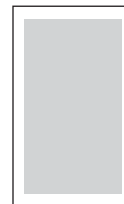
### LIVE ARTS SHOW PROGRAM

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  
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: \_\_\_\_\_

Link to your website from your ad in the Virtual Guide for an additional \$25



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## ABOUT US

### Who We Are & What We Do

The Philadelphia Live Arts Festival and Philly Fringe supports artists, and brings the world's newest and most boundary-breaking cultural experiences to our city, amplifying the vibrancy of Philadelphia as a renowned cultural center and an unparalleled place to live, work, and visit. Founded in 1997, we serve local, national, and international artists of all disciplines and levels of achievement through the platforms of the Philadelphia Live Arts Festival, the Philly Fringe, and the LAB program.

### The Philadelphia Live Arts Festival

The Philadelphia Live Arts Festival is a curated festival of the world's most cutting-edge, high-quality performing arts groups who are invited by the Festival's Producing Director Nick Stuccio. Live Arts presentations elevate Philadelphia as a performing arts destination through offering audiences artistic experiences that are both entertaining and intellectually challenging. The Live Arts Festival is often the only opportunity the region's audiences will have to see these works without traveling internationally.

### The Philly Fringe

The Philly Fringe is an unfiltered festival, where a platform is provided for new and established artists to present their work free of a selection process. For some it's a once-a-year, or once-in-a-lifetime opportunity to create a show; for professional companies, it can be an opportunity to try something new. The Philly Fringe seeks to create a cityscape filled with theater, dance, music, and everything in between for audiences to enjoy; encourage artists to give expression to and develop their talents and artistic visions in total artistic freedom without any curatorial barriers in bringing that work to an audience; to help artists become successful independent producers; and ensure the growth and continued health of the local and regional performing arts community.

**The 15th-annual Philadelphia Live Arts Festival and Philly Fringe will take place from September 2 -17, 2011.**

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## ABOUT OUR AUDIENCES

Each year, the Festival sees more than 25,000 enthusiastic, loyal attendees.

Here's why you'll want to reach them with your advertising message:

### Younger ticket buyers than most Arts Organizations

The Festival reaches both traditional arts audiences and the new generation of event-goers.

52% of our audiences are younger than 45.

### Spending Power and the Smarts to Wield It

The average Festival audience member has a household income of nearly \$80,000 a year.

48% have earned themselves a graduate degree.

### Philadelphia Savvy

74% of Festival-goers have lived here for 3+ years.