



PARTICIPANTS' ADVERTISING RATES

All prices exclusive of VAT.

PRINT: MAIN BROCHURE

Advert	Price	Early Bird (Until 7 Dec)
Inside front, back cover, gatefold	From £4,000	N/A
Full page ad (210 X 297mm + 5mm bleed)	£2,000	£1,500
1/2 page ad (93 x 262mm / 190 x 130mm + 3mm bleed)	£1,200	£960
1/4 page vertical ad (93 x 130mm + 3 mm bleed)	£800	£640
1/6 page horizontal ad (93 x 86mm + 3mm bleed)	£400	£320
Flyer inserts (3,000 mailout)	£300	N/A

PRINT: FAMILY GUIDE

Inside front cover / inside back cover (210mm X 148mm + 5mm bleed)	From £1,500	N/A
Full page ad (210mm X 148mm + 5 mm bleed)	£850	£680
Half page ad (Landscape: 130mm X 90mm + 3 mm bleed Portrait: 65 mm x 190 mm + 3mm bleed)	£500	£400

ONLINE & DIGITAL

Takeover Advert (970 X 250 px)	From £6,000 online sale period	N/A
Box Advert (300 X 250 px)	£250 per 2 weeks	£200 per 2 weeks
	£400 per 4 weeks	£320 per 4 weeks
Leader Board website advert (728 X 90 px)	£500 per 4 weeks	£400 per 4 weeks
Outdoor Smartscreen advert (Displayed 4480 times over 30 days)	£1,750	N/A
Email newsletter slot (26K+ subscribers)	£300	£240
Social media packages (76K+ followers)	From £500	N/A



ARTWORK REQUIREMENTS

PRINT	Preferred format: high resolution (min. 300 dpi) PDF. We recommend a type size of 7 pt.
NEWSLETTERS	50 - 75 words, URL and image in JPG or PNG format, no smaller than 300px x 300px.
WEB	Preferred format: JPEG or animated GIF at 72 dpi.
OUTDOOR SMARTSCREEN	Artwork should be supplied at 320 pixels high x 640 pixels wide, 72dpi - 300dp. Files must be supplied in JPEG (RGB) format for static display, or .mov file for Dynamic. RGB (True black = R0, G0, B0), H.264 codec, 10s duration, 25 Frames Per Second.

All copy must be proofed before submission as we are not able to provide mock-ups before publication. Please provide images in their correct formats as we will not be able to resize in-house.

CONTACT

For more information, contact Karla and Charlotte:
sales@brightonfringe.org