



PARTICIPANTS' ADVERTISING RATES

All prices exclusive of VAT.

PRINT: MAIN BROCHURE (A4, 100,000 copies)

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

PRINT: FAMILY GUIDE (A5, 80,000 copies)

Inside front cover / inside back cover (Landscape: 210 x 148mm + 5mm bleed)	From £1,500
Full page ad (Landscape: 210mm x 148mm + 5mm bleed)	£850
Half page ad (Portrait: 105mm x 148 mm + 5mm bleed)	£500

ONLINE & DIGITAL

Takeover Advert (970 x 250 px)	From £6,000 online sale period
Box Advert (300 x 250 px)	£250 per 2 weeks £400 per 4 weeks
Leader Board website advert (728 x 90 px)	£500 per 4 weeks
Outdoor Smartscreen Advert (Displayed 4480 times over 30 days)	£1,750
E-Newsletter slot (26K+ subscribers)	£300
Social Media packages (76K+ followers)	From £500



ARTWORK REQUIREMENTS

PRINT	Preferred format: high resolution (min. 300 dpi) PDF. We recommend a type size of 7 pt. Please add 5mm bleed to all artwork. Main Brochure artwork deadline: 18 Jan '19 Family Guide artwork deadline: 8 Feb '19
E-NEWSLETTERS	50 - 75 words, URL and image in JPG or PNG format, no smaller than 300px x 300px. E-Newsletter artwork deadline: No later than a week before your agreed upload/ send out date.
WEB	Preferred format: JPEG or animated GIF at 72 dpi. Web artwork deadline: No later than a week before your agreed upload date.
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. Smartscreen Deadline: No later than a week prior to your live slot.
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