

September 3 - 18, 2010

## 2010 ADVERTISING OPPORTUNITIES

Placing an ad in the 2010 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

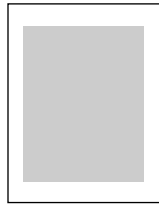
The #1 tool used by audiences to plan their Festival experience

8 x 10" full color, 120 page stitched booklet  
10k directly mailed the first week of August, 2010  
30k distributed to Philadelphia-area hotspots

**Reservation deadline: May 28**

"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 18**

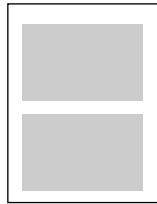


Full Page

**\$2,300\***

7.25" w x 9.5" h

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

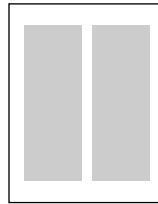


Half Page  
Horizontal

**\$1,265**

7.25" w

4.6875" h

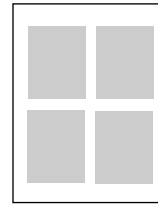


Half Page  
Vertical

**\$1,265**

3.5625" w

9.5" h

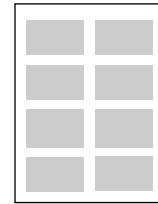


Quarter Page

**\$695**

3.5625" w

4.6875" h



Eighth Page

**\$380**

3.5625" w

2.2812" h

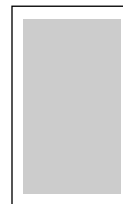
### LIVE ARTS SHOW PROGRAM

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 16**

**Artwork and payment due: July 30**



Full page

7.75" w

13.5" h

**\$3,000**



Half page

7.75" w

6.6875" 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:

[advertise@livearts-fringe.org](mailto: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

The Philadelphia Live Arts Festival and Philly Fringe is an internationally recognized presenter of performing arts.

### What We Do

We support the work of a broad array of performing artists from Philadelphia and around the world by producing two concurrent sixteen-day festivals each September in venues throughout Philadelphia. The 14<sup>th</sup> annual Philadelphia Live Arts Festival and Philly Fringe will take place from September 3 -18, 2010.

### The Philadelphia Live Arts Festival

A collection of the world's best contemporary performing artists energize Philadelphia audiences each year during the Philadelphia Live Arts Festival. Selected by Nick Stuccio, the Festival's Producing Director, about half of these artists are based in Philadelphia, while others come in from across the globe.

In 2010, 15 Live Arts Festival shows will be presented.

### The Philly Fringe

Philly Fringe is an unfiltered festival, where new and established artists 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 and join in the fray.

It's come one, come all! In 2009, 185 Philly Fringe shows were self-produced by artists from throughout the region. How many artists will participate in 2010 will be known in May.

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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.