

# fringe

The Edinburgh Festival

## Edinburgh Festival Fringe Advertising Rates 2014

### Fringe facts:

The Edinburgh Festival Fringe is the biggest arts festival in the world

- 45,464 performances
- 2,871 shows
- 273 venues
- 1,943,493 tickets issued

Programme stats:

- 410,000 copies printed
- Distributed UK wide from 05 June
- 89% of audience use the Fringe Programme for information

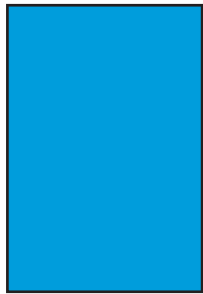
edfringe.com stats (based June – August 2013):

- Page impressions: 14,537,365
- Unique visitors: 1,280,883
- Advertising impressions: 62,430,812

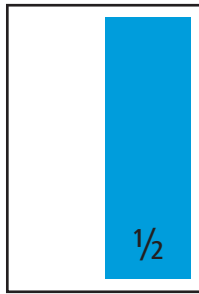


# Advertising rates for the official Fringe Programme 2014

## Display advertising sites



Full Page



Half Page vertical

## Rates

Full page: £7,000

Half page: £4,000

Rates are subject to VAT.

**Booking deadline:** 14 April 2014

**Artwork deadline:** 23 April 2014

## Payment

Payment is required in advance of publication unless otherwise agreed.

## Specifications

Full specifications and submission details will be provided at the time of booking.

# Advertising rates for edfringe.com 2014

## Display advertising sites



Banner:  
468px wide x 60px tall

Button:  
160px wide x 160px tall

## Rates

All advertising is run of site and rates are calculated on a CPM (cost per thousand) basis.

**Banner:** £12 CPM      **Button:** £10 CPM

Rates are subject to VAT.

Minimum spend is £200. There is a maximum impressions cap for corporate advertisers, please ask for details.

Booking and artwork deadline is one day prior to campaign start date.

## Payment

Payment is required in advance of campaign start date unless otherwise agreed.

## Specifications

Full specifications and submission details will be provided at the time of booking.

**For further information, or advice, please contact the Advertising and Sponsorship Officer on +44 (0)131 240 1916/advertising@edfringe.com**

# Advertising packages

## Half page package: £5,400

- Half page in the Fringe Programme
- 125,000 button impressions
- 125,000 banner impressions

Value of package: £6,750

## Full page package: £8,000

- Full page in the Fringe Programme:
- 125,000 button impressions
- 125,000 banner impressions

Value of package: £9,750

Booking deadline: 14 April 2014.

Tailored packages are also available.

# Terms and conditions

## Acceptance

A1. The Edinburgh Festival Fringe Society ('EFFS') will accept orders for advertisements in the 2014 Edinburgh Festival Fringe Programme ('Programme') and on edfringe.com ('Website') exclusively on the following terms and conditions ('terms').

A2. By placing an order, the advertiser (which is the person placing the order for the advertisement, whether he/she is or represents the organisation(s), person(s), event(s) or service(s) referred to in the advertisement or represents the agency, venue, promoter, manager or media buyer for same) accepts and agrees to be bound by these terms in full.

A3. Materials for an advertisement must be provided no later than the deadline specified in this ratecard and in accordance with all the guidelines and specifications provided. For advertisements in the Programme, artwork received after this date will not be included in the Programme, will be deemed cancelled and payment will not be refunded. For advertisements on the Website, artwork received after the stated deadline, will result in a pro-rata reduction of page impressions for the advertiser and payment will not be refunded.

A4. EFFS may, without any responsibility to the advertiser, reject, cancel or require any advertisement to be amended that it considers unsuitable or contrary to these terms and remove, not print/ display, suspend or change the position of any such advertisement. EFFS will not publish or display any advertisement for any advertiser who has not paid any sums due for any advertising or any other debts owing to EFFS. The advertiser will remain responsible for all outstanding charges.

## Content

C1. The advertiser guarantees to EFFS that:

- (i) Any information supplied in connection with the advertisement is accurate, complete, true and not misleading;
- (ii) It has obtained the necessary consent of any living person whose name or image (in whole or in part) is contained in any advertisement; and
- (iii) The advertisements are legal, decent, honest and truthful, are not contrary to the provisions of any applicable law, regulation or code of practice, are not defamatory or obscene and do not infringe the rights of any person (including any person's intellectual property rights).

C2. If the advertiser requires an amendment to the advertisement after materials have been provided, or if EFFS deems an amendment necessary in accordance with these terms, this will be the sole responsibility of the advertiser. All materials for the revised advertisement must be supplied to the EFFS Advertising and Sponsorship Officer.

Any amendment will:

- (i) Be subject to EFFS's sole discretion;
- (ii) Adhere to these terms;
- (iii) Not substantially alter the content, subject or spirit of the original advertisement; and
- (iv) Be made with revised material no later than the deadline(s) stated on this ratecard.

Any amendment may be subject to a surcharge (£50.00 minimum), applied at EFFS's sole discretion.

## Payment

P1. All payments must be received in full by the stated deadline(s), unless otherwise agreed in writing.

## Liability

L1. EFFS shall take reasonable measures to reproduce advertisements as provided by the advertiser, but cannot guarantee that the advertisement will be of the same quality.

L2. If a booked advertisement in the Programme is not published at all solely due to a mistake on EFFS's part, the booking will be cancelled and the advertiser shall be entitled to a full refund. This shall be the advertiser's sole remedy for failure to publish the advertisement.

L3. EFFS shall not be responsible, under any circumstances, for any loss of profit, loss of opportunity, loss of goodwill, loss of anticipated saving, loss of revenue and/or any other loss that happens as a side effect of the main loss suffered by the advertiser or any loss that could not be contemplated by EFFS and the advertiser. EFFS's maximum total liability for any loss or damage arising out of or in relation to any advertisement whether in contract, tort or otherwise shall not exceed the total amount of the charges for the relevant advertisement actually paid by or on behalf of the advertiser.

L4. The advertiser will fully reimburse EFFS for all claims, losses or expenses arising as a result of any breach of or failure to perform any of these terms and/or the use or publication of the advertisement by EFFS in accordance with these terms.

L5. In the event of any disagreement regarding the number of impressions served for advertisements on the Website, the advertiser agrees that the figures provided by EFFS ad serving software will be final and binding.

L6. Although EFFS will take reasonable measures to deliver impressions booked on the Website in full within the dates specified, EFFS cannot guarantee this. In the event the number of impressions during the campaign period is less than the impressions booked by the advertiser, EFFS shall continue to serve the advertisements after the end of the campaign period until the number of booked impressions has been reached.

## Rights

R1. The advertiser grants EFFS the right (free of charge) to:

- (i) Use the advertiser's names, trademarks and/or logos as EFFS may consider necessary for the purposes of publishing or displaying the advertisements; and
- (ii) Reproduce the advertisement in any media at any time from the date the advertisement was published in the Programme or displayed on the Website for promotional purposes. For the avoidance of doubt, the content, layout and format of any reproduction in any media will be subject to variation at EFFS's sole discretion.

R2. Nothing in these terms and conditions shall affect the statutory rights of an advertiser who is a consumer.

## Cancellation

D1. The advertiser may cancel an advertisement in the Programme provided that notice in writing is received by EFFS no later than 18 April 2014, in which case EFFS will issue a refund to the advertiser less 20% of the booking fee. The advertiser may cancel an advertisement on the Website provided that notice in writing is received by EFFS with 14 days' notice prior to the day it is to be removed, in which case EFFS will issue a refund to the advertiser less 20% of the fees for the remaining period of the advertising agreement. Please send notice of your intention to cancel the advertisement in the Programme or on the Website to the EFFS Advertising and Sponsorship Officer. Cancellation will only be effective on confirmation of receipt of your notice in writing.

## General

G1. Subject to clause R2, these terms shall be governed by Scottish law and the courts of Scotland will have exclusive jurisdiction in relation to these terms.

For further information, or advice, please contact the Advertising and Sponsorship Officer on +44 (0)131 240 1916/advertising@edfringe.com