

Online advertising rates for participants edfringe.com

Deadlines

Please note that the minimum booking period is seven days.

Booking and payment must be made at least one full working day (Monday to Friday) prior to campaign start date.

The artwork deadline is at least one full working day (Monday to Friday) prior to the campaign start date.

edfringe.com statistics

Website analytics based on June – August 2013

Page impressions 14,537,365

Unique visitors 1,280,883

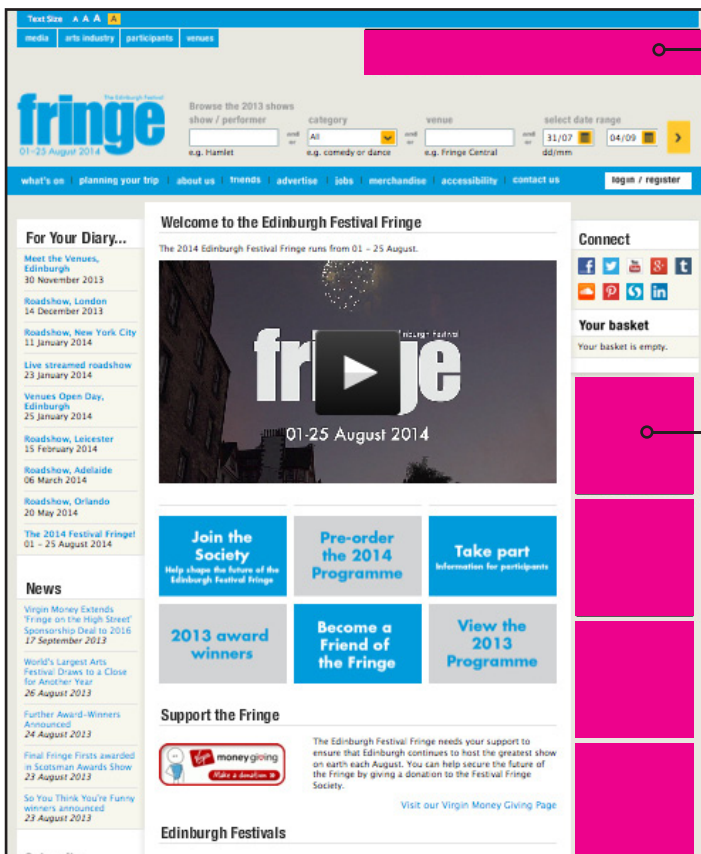
Advertising impressions 62,430,812

Contact

Telephone: +44 (0)131 240 1916

Email: advertising@edfringe.com

Advertising sites



Banner

468 px wide x
60 px tall

Button

160 px wide x
160 px tall

All adverts are run of site and served on a tenancy basis.

Guidelines:

Please note that all bookings are subject to our Terms and Conditions which are listed at the end of this document, and should be read before booking

Rates

These advertising rates are for Fringe participants only. Commercial advertising rates are available from the Fringe Advertising Officer on +44 (0)131 240 1916

Daily rates banner			Daily rates button		
Month	Rate	Total inc. VAT	Month	Rate	Total inc. VAT
Jan	£8.00	£9.60	Jan	£7.00	£8.40
Feb	£9.50	£11.40	Feb	£8.50	£10.20
March	£9.50	£11.40	March	£8.50	£10.20
April	£9.50	£11.40	April	£8.50	£10.20
May	£12.75	£15.30	May	£9.50	£11.40
June	£13.50	£16.20	June	£10.00	£12.00
July	£20.00	£24.00	July	£16.50	£19.80
Aug	£45.00	£54.00	Aug	£33.00	£39.60

Rates are calculated on a daily basis with a minimum booking period of seven days. Your campaign can start on any date, provided the booking has been made one full working day in advance.

Payment details

Immediate payment by credit/debit card is required to confirm your booking (please note that American Express and Diners Clubs cards are not accepted). Other payment options are available if required. Bookings will not be confirmed until full payment has been received.

Please contact the Fringe Advertising and Sponsorship Officer on +44 (0)131 240 1916 with any queries or for advice on what to choose.

Format and details

- Advertisements must be either GIF or SWF Flash files.
- For Flash files, a back up GIF must be supplied as well to ensure correct viewing on devices that do not support Flash.
- They can be static or animated.
- File sizes must not exceed 30KB.
- We cannot support java script.
- We can link them to a website of your choice or the edfringe.com Box Office page for your show.

Email artwork and link url to: advertising@edfringe.com

Complete artwork must be supplied at least one working day prior to the campaign start date.

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 advertiser of the person(s), event(s), organisation(s) or service(s) referred to in the advertisement or the venue, agency, promoter, manager or media buyer for same) accepts and agrees to be bound by these terms in full.

A3. Acceptance of bookings for the Programme is provisional, dependent on the official registration of the person(s), event(s), organisation(s) or service(s) referred to in the advertisement to be included in the Programme, in accordance with all relevant guidelines and restrictions set out by EFFS. If EFFS has not received and approved the corresponding registration materials by the final show registration deadline, EFFS will cancel the advertisement and issue a refund to the advertiser less 20% of the booking fee.

A4. Bookings for the Programme will be accepted based on EFFS's projection of available space in the Programme at the time an order is placed. EFFS will strive only to accept orders as space allows. If it is subsequently determined that an advertisement booked in good faith cannot be included solely because of space restrictions, the booking will be cancelled and the advertiser shall be entitled to a full refund.

A5. In respect of the Programme, each show or venue listed in the Programme may be advertised in no more than one advertisement, except in cases where a secondary advertisement is deemed not to treat the event(s), organisation(s) or service(s) already advertised as its main subject or one of its main subjects. If a performer or performing company has more than one show of a different title, they may have more than one advert but the artwork and image(s) used must be suitably different from the artwork of the other ad(s). This will be subject to EFFS's sole discretion.

A6. Multiple bookings of the same advertisement will not be accepted.

A7. Materials for an advertisement must be provided no later than the deadline specified in this rate card and in accordance with all guidelines and specifications prescribed. For advertisements in the Programme, artwork received after this date will not be included in the Programme and will be deemed cancelled and payment will be refunded less 20% of the booking fee. For advertisements on the Website, these will be displayed on the Website within one working day of receipt of the artwork. All bookings for advertisements on the Website shall include specified start and end dates for display of the advertisement. However, if there is a delay in the provision of the artwork to EFFS beyond the start date, the advertisement shall only be displayed from one working day after receipt of the artwork until the specified end date in the original booking. This may result in the advertisement being displayed for less than the specific time duration requested at the time of booking, however, in such circumstances, payment will not be refunded.

A8. 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 or 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 in the Programme or any other debts owing to EFFS. The advertiser will remain responsible for all outstanding charges.

A9. The advertisement must be exclusively for shows or venues registered with the Fringe 2014 and by the 2014 registration deadline for advertisements for the printed Programme. Any advert promoting shows that are not registered or for venues not registered will be cancelled or deemed as commercial advertising and subject to commercial advertising rates.

A10. Adverts on the Website can only be booked for display on the Website for a minimum of seven days.

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 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) In respect of the Programme, be made with revised materials received by EFFS no later than 23 April 2014.

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

At EFFS's sole discretion, amendments can be made to advertisements on the Website at any time on provision of one day's prior written notice to EFFS.

C3. In relation to advertisements on the Website, please note that it is possible to advertise on the Website prior to the official Fringe Programme launch in June.

Payment

P1. All payments for bookings must be received in full by the stated deadline, unless otherwise agreed in writing.

P2. In respect of advertisements for the Programme, to qualify for the early discount rate, payment for your advertisement must be received in full by 17:00, 05 February 2014.

Booking deadlines for the Programme

LB1. In respect of advertisements for the Programme, please note that bookings received after 17:00, 14 April 2014 cannot be guaranteed inclusion in the Programme or in the requested section and will be placed only if space is available. Late advertising bookings may be accepted subject to availability. See L2 for conditions.

Half-Page Advertisements for the Programme

H1. Half-page advertisements for the Programme are subject to additional restrictions on content. To ensure that there is no disproportionate representation in the Programme, an advertiser may not book a half-page advertisement on behalf of only one Fringe show/event or one performer or performing company. An advertiser may only place an order for a half-page advertisement in order to advertise:

- (i) One or more venues or organisations; or
- (ii) Two or more officially registered shows/events. Each show advertised must be given approximately equal weight in the advertisement.

Any advertisement contravening this will be rejected and deemed cancelled (refer to D1). This will be subject to EFFS's sole discretion.

H2. Half page advertisements will be accepted on a first come, first served basis, will be subject to availability and at the sole discretion of EFFS.

H3. Half page advertisements must be booked and paid for in full by 17:00, 05 February 2014.

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. In respect of advertisements for the Programme, EFFS cannot guarantee the position of advertisements and all such decisions will be at the sole discretion of EFFS. EFFS will take reasonable measures to ensure that an advertisement booked to appear in a specified section of the Programme will be placed there. If space in the specified section does not allow for this placement, the advertiser will have the option to receive a full refund, or to change the placement specification for the advertisement to General Placement if space permits and receive a refund of the difference between the original and revised booking rates. Refunds are subject to these terms and acceptance of revised bookings, and will be at the sole discretion of EFFS.

L3. If a booked advertisement for 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.

L4. 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.

L5. 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.

L6. 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 servicing software will be final and binding.

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 date 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.