



## Advertise Online with Minnesota Fringe

Minnesota Fringe has a variety of opportunities available for businesses to connect with adventurous artists and audiences throughout the year. Fringe patrons run the full spectrum of age, gender identity, and diversity reflective of the community in which they reside. They are passionate and loyal to Fringe as well as those who support us. Allow us to introduce your brand to our community through online advertisement.

## 2023 Digital Advertising Rates

Minnesota Fringe publishes two Fringe File newsletters per month, September thru June, and one per week during July to 22,000 subscribers. Both are filled with information on what is happening at Minnesota Fringe, a list of local shows offering discounted admission, and a bevy of opportunities geared towards supporting artists in the cultivation of their craft. Limited spots available per month.

### Banner Spot (Sept-June): \$150/month

- 72 dpi, RGB color
- 1000px wide x 300px tall
- PNG or JPG
- Include URL

### Banner Spot (July): \$300/month

- 72 dpi, RGB color
- 1000px wide x 300px tall
- PNG or JPG
- Include URL

Rotating web ads on the [Minnesota Fringe](#) website show pages garner 1.5 Million page views from 100,000 unique visitors each year. All ads will remain on the website rotating through our [primary Show Page](#) from time of placement through the end of the next Fringe Festival (up to one year).

### Web Ad: \$400

- 72 dpi, RGB color
- 1936px wide x 200 px tall

**For 2023 NEMAA Members only, Fringe is offering a 25% discount on advertisements placed prior to August 1.**

For more information or to inquire about how your business can become a sponsor during the festival, please contact [Dawn Bentley](#) or [upload your ad](#) and we can send you an invoice.