

## Advertising on Mooney on Theatre During Fringe 2010

### Advertising and Sponsorship Opportunities at Mooney on Theatre

During the 2010 Toronto Fringe festival – and for 9 days before and 6 days after – Mooney on Theatre will be displaying ads targeted directly at Fringe attendees from businesses and organizations located near Fringe venues.

### Why advertise on Mooney on Theatre?

During the 12 days of Fringe (June 30 to July 11) we receive 3500 page views per day – 40,000 in the 12 days. These are all from people who are going to Fringe. They check the site for reviews, previews, and contests. For those 12 days Mooney on Theatre is all about the Toronto Fringe Festival.



People are going to be going from venue to venue with time to spare between shows. They might as well spend that time with you. Tell them who you are with an ad on Mooney on Theatre.

### Mooney on Theatre Media Kit

Contact: Megan Mooney  
[ads@mooneyontheatre.com](mailto:ads@mooneyontheatre.com)  
416-361-9384

## Ad Placement

Choose from three highly visible ad placements.

### Premium Rectangle

300 x 250

Top left above the fold

### Rectangle

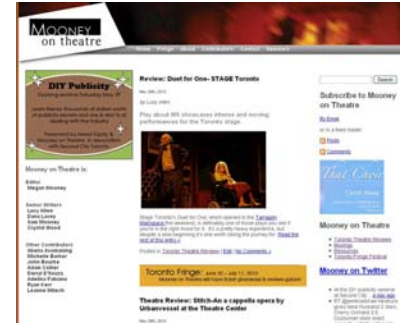
180 x 150

Middle right above the fold

### Banner

468 x 60

under first post excerpt on home page and under post on individual post pages



## Availability and Pricing

**Premium Rectangle** – There are 4 premium rectangle spots available. The ads will rotate and each will be seen 10,000 times.

In addition to the premium ad placement we will write a sponsored post about your business. We also include your business on our map of Fringe venues and in our post thanking our sponsors.

**Cost: \$200.00 per spot**

### Rectangle

There are 8 rectangle spots available. The ads will rotate and each will be seen 5,000 times. We will include your business on our map of Fringe venues and in our post thanking our sponsors.

**Cost: \$100.00 per spot**

### Banner

There are 16 banner spots available. The ads will rotate and each will be seen 2,500 times. We will include your business on our map of Fringe venues and in our post thanking our sponsors.

**Cost \$75.00 per spot**

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## Ad Specs and Booking Details

### Specs:

Ads can be .jpg or .gif format – if you don't already have a web-ready ad read the Extra Services section at the end.

The design space is:

- Premium rectangle – 290 x 240 px
- Rectangle – 170 x 140 px
- Banner – 458 x 50px

Ads should link to your website – if you don't have a website read the Extra Services section at the end.

### Booking:

The Fringe ad campaign starts on June 21st and runs to July 17. Please provide the ad by June 20th at the very latest.

### Extra Services

- Ad Design – We can design an ad for you. Cost – \$25
- Landing page – We can make a page for your ad to link to if you don't have a website. It will be live From June 21st to July 17 and will have basic information about your business. Cost – \$25.00
- Website -Through an arrangement with [for the love of work](#) we can offer a one page website at a very special price.
  - Site design and optimization – \$150.00
  - Domain name registration – \$10 -20 (depending on registrar) per year
  - Website hosting – \$80.00 per year in advance

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