



Artist advertising: rates and specs 2025

The Fringe programme

The iconic Fringe programme is the **official printed guide to the Fringe**, containing details on almost **every show** as well as a venue map and other key tips and information to help give audiences a great festival experience.

Your show listing is included in your registration, but you can also book additional advertising for your show.

The programme is released in **early June**, and is then distributed across Edinburgh and across Britain.

150,000 copies printed and distributed across Britain

Estimated readership of **450,000**



Please email advertising@edfringe.com with any questions.

Half-page



83mm x 273mm

Quarter-page



83mm x 136mm

Eighth-page



83mm x 65mm

Discount deadline: Fri 14 March 2025, 17:00 GMT

Booking deadline: Fri 11 April 2025, 17:00 BST

Artwork deadline: Tue 22 April 2025, 17:00 BST

Specs:

- **Colour:** CMYK
- **Resolution:** 300 dpi
- **File type:** PDF or JPG
- **File size:** maximum 10MB
- **No crop marks or bleed**

Contact

+44 (0)131 226 0034

advertising@edfringe.com

Guidelines

Before booking an advert, please note that there are some key restrictions and terms and conditions, listed at the end of this document, you should be aware of. These are in place to ensure advertising is distributed fairly in the programme.

The Fringe programme

Discount rates

Applicable for adverts booked before **Friday 14 March 2025, 17:00 GMT.**

To qualify for the discount rate, a completed booking form and full payment must be received by the deadline.

Placed by genre section

Size	Price	VAT (20%)	Total
1/8 page	£655.00	£131.00	£786.00
1/4 page	£1,100.00	£220.00	£1,320.00
1/2 page*	£2,200.00	£440.00	£2,640.00

Run of paper (advertisement may appear in any programme section)

Size	Price	VAT (20%)	Total
1/8 page	£560.00	£112.00	£672.00
1/4 page	£960.00	£192.00	£1,152.00

Standard rates

Applicable for adverts booked before **Friday 11 April 2025, 17:00 BST.**

Placed by genre section

Size	Price	VAT (20%)	Total
1/8 page	£755.00	£151.00	£906.00
1/4 page	£1,250.00	£250.00	£1,500.00
1/2 page*	£2,500.00	£500.00	£3,000.00

Run of paper (advertisement may appear in any programme section)

Size	Price	VAT (20%)	Total
1/8 page	£645.00	£129.00	£774.00
1/4 page	£1,100.00	£220.00	£1,320.00

*Half-page advertisements – please note:

- Half-page advertisements will be placed by section only.
- Half-page advertisements must be for two or more officially registered shows / events and each show / event must be given approximately equal weight in the advertisement.
- Half-page advertisements cannot be booked on behalf of only one Fringe show / event or performer / performing company.

edfringe.com

edfringe.com is full of information for both artists and audiences coming to the Fringe, and is where you can **buy tickets for every show on the Fringe.**

edfringe.com had 30,000,000 page views in 2024

Pricing: Our online adverts are priced on an impression basis (the number of times your advert is viewed).

We have three digital advertising assets available. The start and end dates of your campaign can be tailored to suit you.

Mobile banner



Button



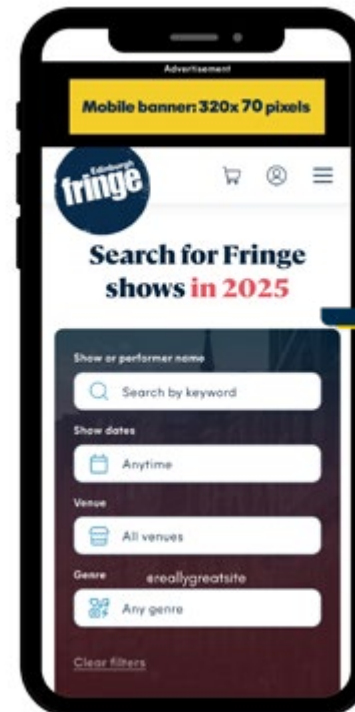
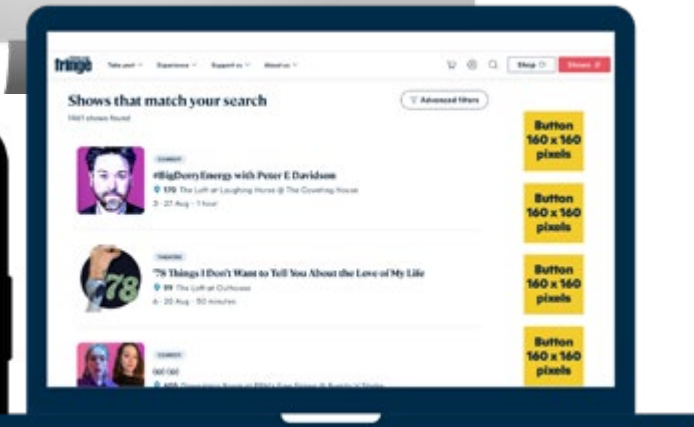
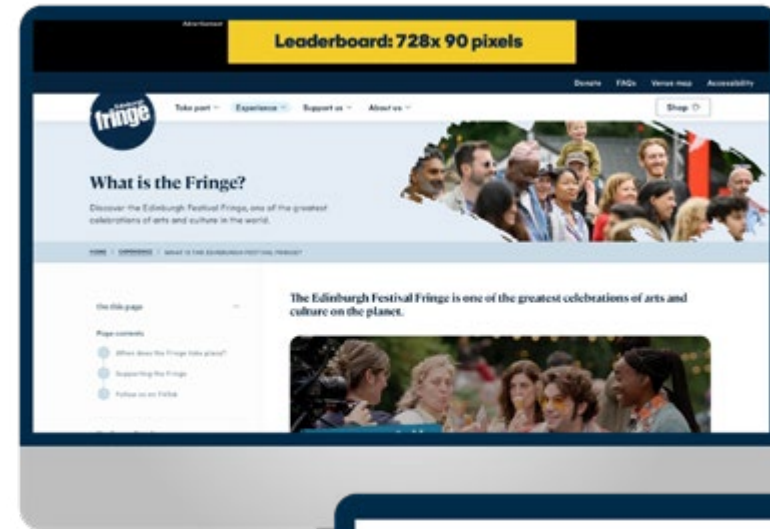
Leaderboard: £6 CPM*
Mobile banner: £5 CPM*
Button: £3.50 CPM*

*all prices exclude VAT

Leaderboard



edfringe.com placements



Leaderboards and buttons are displayed on desktop and larger tablet devices only.

Mobile banners are shown on mobile devices only.

Online bookings and specs

You can book online advertising through our [booking form on edfringe.com](#).

If you have any questions, please get in touch on advertising@edfringe.com.

Adverts are priced on a cost per thousand impressions basis (£CPM). Impressions refer to the number of times your advert is viewed.

For example, this means at the leaderboard pricing of £6 CPM, it costs £6 for every 1,000 times your advert appears on users' screens. This means, if you wanted your advert to be seen 10,000 times, the price would be £60 (+VAT).

Campaign duration:

You specify the duration of the campaign by setting a start and finish date. Within reason, this can be as long or as short as you would like and will not effect the overall number of impressions delivered. The difference is the concentration of delivery (ie a short timeframe will mean your advert will experience a comparatively high concentration of impressions, compared to a longer campaign, which will experience more steady impressions).

That said, we recommend allowing a minimum of seven days per 150,000 impressions purchased on an asset (ie if you purchased 300,000 leaderboard impressions, please select a duration of at least 14 days).

If the form does not allow for your desired impressions, please email advertising@edfringe.com and the team can help.

Payment is required in advance of the campaign start date.

Artwork is due **two full working days** prior to the campaign start date.

- Please ensure artwork is sized exactly as follows:
 - **Leaderboards:** 728 x 90 pixels
 - **Buttons:** 160 x 160 pixels
 - **Mobile banners:** 320 x 70 pixels
- **Files must be a .GIF or .JPEG**
- They can be static or animated
- **Maximum file size:** 100KB
- We cannot support JavaScript
- Ads will link to your listing on edfringe.com, or you can supply a URL of your choice

edfringe.com – design guide

If you don't have a designer, there are a few free design tools you can use to create an advert, for example Canva. With this you can create a custom-sized design to match the specs above, and drop in images and text.

Things to keep in mind

- Keep it **bold and clear** – the simpler, the better. Keep to the key information – other details will be in your show listing.
- Do some **research** for inspiration – look at other ads online including on edfringe.com.
- Mobile and leaderboard ads have **different dimensions** – please reformat your design to fit each size.
- Colours combinations can be **inaccessible** – make sure your ad is clear and legible. [Adobe's colour analyzer](#) is a good free tool for this (aim for a score of 3:1 or above).
- Text should be **large** and kept to a **minimum**.
- Check with **your venue** if they require anything to be included (eg logo / banner).

Things to avoid

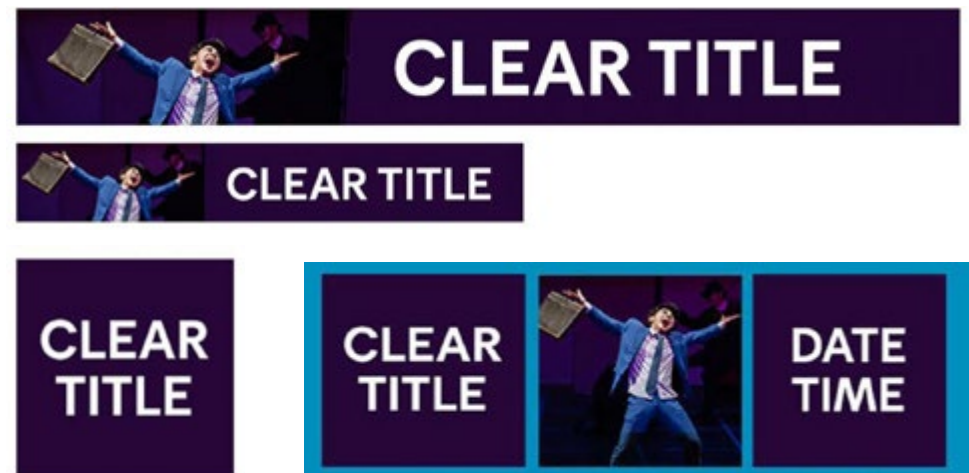
- Distorted images and text – **keep the ratio** the same when scaling, avoid squashing and stretching.
- **Pixelisation** can be caused by poor-quality images, over-scaling and compression.
- **Overloading** a frame with too many images or words.

Please email advertising@edfringe.com with any questions.

Animated gifs

- Adverts can be animated, to loop through a series of frames. This prevents too much information on one frame, and often creates a more eye-catching advert.
- There are a number of free and simple gif creators online.
- Limit the number of frames in your gif – keep to maximum of four frames ideally.
- Looping – if you want your gif to loop continuously, some programmes will require you to set it to loop forever in the export, otherwise it will stop on the last frame. You can also change the speed of the loop.

Good layout examples



Spread messaging out over multiple slides

Terms and conditions

Acceptance

A1. The Edinburgh Festival Fringe Society ('EFFS') will accept orders for advertisements 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 is provisional, dependent on the official registration of the person(s), event(s), organisation(s) or service(s) referred to in the advertisement, 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 start date of the booking, EFFS will cancel the advertisement and issue a refund to the advertiser less 20% of the booking fee.

A4. Multiple bookings of the same advertisement will not be accepted.

A5. 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. All bookings for advertisements on the website shall include specified start and end dates for display of the advertisement, as well as a specified number of impressions. If there is a delay in the provision of the artwork to EFFS beyond the start date, the advertisement shall only be displayed from a minimum of two working days after receipt of the artwork. Subject to availability, this may result in the advert being displayed for less than the specific time duration requested at the time of booking and may also result in less than the requested number of impressions being delivered. However, in such circumstances, payment will not be refunded.

A6. 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 display, suspend or change the position of any such advertisement. EFFS will not 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.

A7. The advertisement must be exclusively for shows or venues registered with the current Fringe. 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.

A8. 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 Marketing team.

Any amendment will:

(i) be subject to EFFS's sole discretion on provision of two working days' prior notice to EFFS

(ii) adhere to these terms;

(iii) not substantially alter the content, subject or spirit of the original advertisement; and

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

Payment

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

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 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 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 on the website to the EFFS Marketing team. 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.