

MELBOURNE INTERNATIONAL
**COMEDY
FESTIVAL**

COMEDYFESTIVAL.COM.AU

27 MARCH - 21 APRIL 2019

2019 ADVERTISING RATE CARD

Melbourne International Comedy Festival offers two key platforms for you to reach your target audiences; the **Official 2019 Program Guide** and the **Season Website**. 72% of audiences report that they use either the Official Festival Program Guide or website to choose the first show they attend at the Festival. Participants can also take advantage of advertising opportunities on digital screens at the **Melbourne Town Hall Info Booth**.



PROGRAM GUIDE

The Official Melbourne International Comedy Festival Program Guide will be an 88-page, full-colour publication. Around 300,000 copies will be distributed via our major media partner, the Herald Sun, on Saturday 23 February. A further 150,000 copies will be distributed throughout Melbourne and selected Australian states prior to and during the Festival period.

BOOKING DEADLINES:

Booking deadline: Thursday 20 December 2018

Artwork deadline: Thursday 10 January 2019

Payment deadline: Thursday 10 January 2019

PROGRAM BOOKING FORM - CLICK HERE

DIGITAL SCREENS

In 2019 the Festival will once again provide two digital screens inside the Melbourne Town Hall Info Booth for shows to advertise on. The Info Booth will be open every day of the Festival from Thursday 28 March until Sunday 21 April, servicing thousands of audience members. Advertising is also available on venue specific screens for shows in selected venues.

SEASON WEBSITE

The Full Festival Season Website will be launched in mid February 2019, and is one of the most powerful and direct methods of communication with potential audiences. Almost 90% of Festival attendees use/visit the Festival website and over 75% of all bookings take place online. Across the 2018 Festival period, the Festival season website attracted over 1.8 million visits.

BOOKING DEADLINES:

Bookings can be made in one-week blocks. Adverts are due Thursday prior to the booking date and must be paid in advance.

WEBSITE BOOKING FORM - CLICK HERE

BOOKING DEADLINES:

Bookings can be made in one-week blocks. Adverts are due five days prior to the booking date and must be paid in advance.

SCREEN BOOKING FORM - CLICK HERE

For more info contact: Denise Damianos E: denise@comedyfestival.com.au or Nick Robertson E: nick@comedyfestival.com.au P: (03) 9245 3700

PROGRAM GUIDE

ADVERTISING RATES & SPECIFICATIONS

The Melbourne International Comedy Festival Program Guide is a central feature of the Festival's marketing campaign and customers frequently refer to their copy throughout the event. Your advert will be in the marketplace for more than eight weeks, from its launch in February to the end of April. Our research shows that almost 60% of Festival audiences obtain and use a copy of the Program Guide.

The Guide page size will be 275mm x 230mm (HxW), printed on 57gsm coated paper and bound with a 100gsm gloss cover.

Please use the Comedy Festival URL **comedyfestival.com.au** as your ticket buying call to action, rather than individual ticketing agents. You do not need to include the Melbourne International Comedy Festival logo on your advertisement.

DOUBLE PAGE SPREAD

255mm x 440mm (HxW)

Note there is a 20mm non-live type area gutter

No bleed

■ Trim

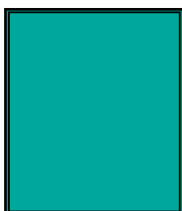
■ Ad size



FULL PAGE AD

255mm x 210mm (HxW)

No bleed



HALF PAGE AD

125mm x 210mm (HxW)

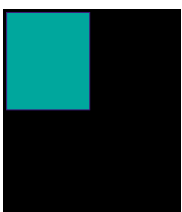
No bleed



QUARTER PAGE AD

125mm x 102.5mm (HxW)

No bleed



1/4 PAGE + WEBSITE BUNDLE SPECIAL OFFER

Book a quarter page advert (back or front) and for an extra **\$500 (ex. GST)** you can add two weeks of online advertising on the Season website. Adverts will appear across the Desktop/Tablet and Mobile search bar and standard page spaces from Monday 11 February (over \$1,500 in value).

ARTWORK SPECIFICATIONS

Please supply files at the exact size, with no trim marks or bleed.

Material will only be accepted as a CMYK PDF file.

No artwork should feature any elements over 280% total ink weight.

Advertisements not adhering to this specification will not be accepted.

ARTWORK DELIVERY

Artwork can be delivered to the Festival via email to **denise@comedyfestival.com.au**.

PROGRAM GUIDE RATES

Double Page Spread (front)	\$25,700
Full Page (front)	\$13,600
Full Page (back)	\$11,800
Half Page (front)	\$8,000
Half Page (back)	\$6,300
Quarter Page (front)	\$4,200
Quarter Page (back)	\$3,400
Inside Back Cover	\$16,000

The above prices do not include GST.

Ads booked in the front half will appear before the centrefold.
Ads booked in the back half will appear after the centrefold.
Non-participant rates are available on request.

CLICK HERE TO BOOK ONLINE

DIGITAL ADVERTISING

SEASON SITE SPECIFICATIONS

WEBSITE ADVERTISING

Lauching in mid February 2019, the Season website is one of the most powerful and direct methods of communication with potential audiences. Almost 90% of Festival attendees use/visit the Festival website.

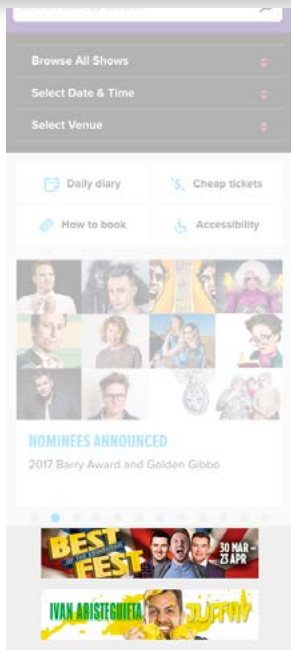
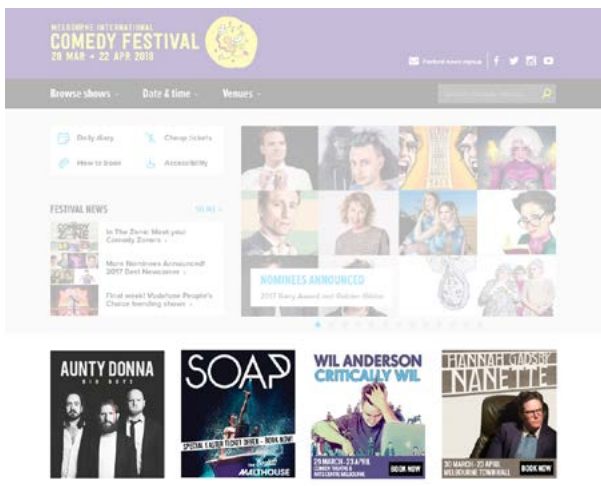
Advertising space can be booked in one-week blocks (running from 12pm Monday to 12pm Monday). Each space functions on a maximum of four ads on rotation.

AD UNITS & PLACEMENT

Ads can be purchased for delivery across either a Desktop/Tablet bundle or on Mobile.

Homepage

Appear across four ads units in rotation on the homepage.



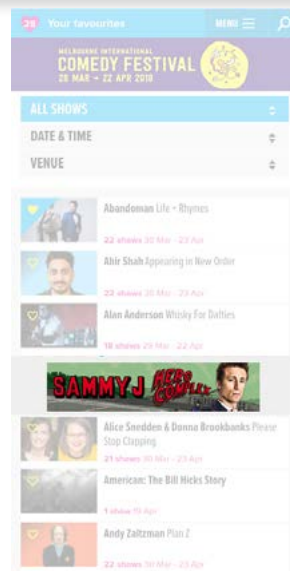
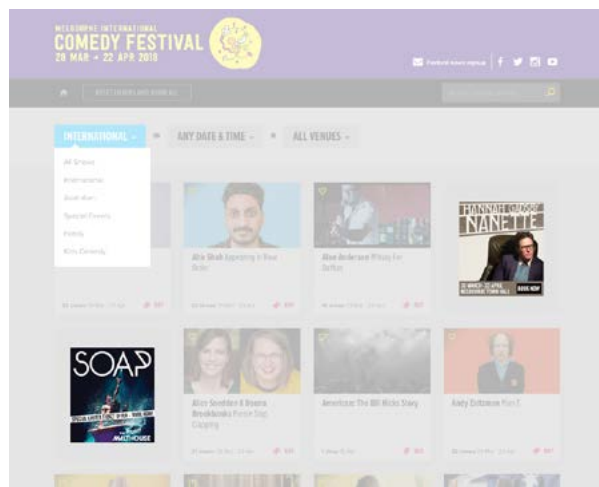
WEBSITE ACTIVITY*

- 1,861,833 visits (64% mobile, 36% desktop/tablet)
- 7,236,824 page views
- 927,771 unique visitors
- 3:35 minutes average time spent on site

* website statistics from Google Analytics 12 Feb 2018 to 22 Apr 2018

Listings page

Appear in browsed listing pages. Can be purchased in the following areas: All Shows, Australian Artists, International Artists, Family/Kids Shows, Special Events and Search.



For Season website artwork specifications, rates and booking info continue over.

DIGITAL ADVERTISING

SEASON SITE RATES & SPECIFICATIONS

WEBSITE ADVERTISING CONTINUED

ARTWORK SPECIFICATIONS All ads must be submitted as jpeg or png, still images only.

HOMEPAGE	Desktop: 236px (w) x 264px (h) Tablet: 172px (w) x 193px (h) Mobile: 290px (w) x 67px (h)
ALL LISTINGS AND STANDARD PAGES	Desktop & Tablet: 172px (w) x 193px (h) Mobile: 290px (w) x 67px (h)

EARLY BIRD BOOKINGS

Ads booked for the weeks between 12pm Monday 11 February through to 12pm Monday 11 March will receive a 25% discount. Early bird rates are provided to the right.

Homepage and All Shows ad spaces can be taken on Desktop/Tablet and Mobile at any time prior to Monday 19 February at the Early Bird rate. To book advertising space prior to Monday 19 February contact Nick Robertson at nick@comedyfestival.com.au.

	Desktop/Tablet	Mobile
Homepage	\$1,125	\$668
All Shows	\$705	\$495
International Artists	\$390	\$323
Australian Artists	\$390	\$323
Special Events	\$300	\$150
Family/Kids Show	\$191	\$128
Search Bar	\$300	\$150
Standard	\$191	\$128

The above prices are per week and do not include GST.

FESTIVAL BOOKINGS

Rates provided to the right are for ads booked for the weeks between 12pm Monday 11 March through to the end of the 2019 Festival.

	Desktop/Tablet	Mobile
Homepage	\$1,500	\$890
All Shows	\$940	\$660
International Artists	\$520	\$430
Australian Artists	\$520	\$430
Special Events	\$400	\$200
Family/Kids Show	\$255	\$170
Search Bar	\$400	\$200
Standard	\$255	\$170

The above prices are per week and do not include GST.

All ads will link to your show's event listing on the Comedy Festival website.

[CLICK HERE TO BOOK ONLINE](#)

DIGITAL SCREENS

RATES & SPECIFICATIONS

INFO BOOTH DIGITAL SCREENS

Two digital screens will be placed inside the Festival Info Booth on Swanston Street and will be available to display artwork for shows across the whole Festival program.

Show artwork will be displayed for 10 seconds in a rotation during the Info Booth's opening hours.



VENUE SCREENS

Shows in Festival Managed Venues (FMV) can also access advertising opportunities on digital screens in Melbourne Town Hall and Forum Theatre. If you are performing in an FMV and are interested in taking out advertising on venue digital screens please contact Denise Damianos at denise@comedyfestival.com.au.

RATES + BOOKING WEEKS

Screens can be booked in week blocks. Artwork is displayed across both screens.

Week 1+2	28 March to 7 April	\$57
Week 3	8 April to 14 April	\$37
Week 4	15 April to 21 April	\$37

The above prices are per week and do not include GST.

ARTWORK SPECIFICATIONS

All screens take images **1080px (w) x 1920px (h)**.

All ads must be submitted as jpeg, still images only, at a minimum 72dpi.

If you are unable to provide your show artwork to these specs you can provide your A3 poster (as a PDF file) to be inserted into a 2019 Festival branded border.

[CLICK HERE TO BOOK ONLINE](#)