



OFFICIAL PROGRAM
(35 years special edition)

The official program, which is distributed to all CINARS Biennale 2018 participants, is a crucial tool when it comes to getting information on the event. It provides a complete overview of all activities.

Production: 1,000 copies
 Deadline for reservation: September 14, 2018
 Deadline to send material: September 24, 2018

Back cover	\$2,900 CAN
Front inside cover	\$2,700 CAN
Back inside cover	\$2,500 CAN
Full page	\$2,200 CAN
Half page	\$1,400 CAN

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All amounts include taxes

NEW WEBSITE

Our high-traffic new website (www.cinars.org) is a wonderful tool during and before the CINARS Biennale. More than **100,000 page views** and **5,700 views/day** from **153 countries** during the 2016 edition. Our advertising spots are available in the most accessed sections of the site (Homepage, Official Program, OFF-CINARS and Activities). These spots randomly rotate each time the homepage is refreshed.

Time span: 1 year and a half (from Aug. 2018 to Feb. 2020)
 Deadline to send material: August 17, 2018

Ad on the Website	\$1,400 CAN
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All amounts include taxes

BUY YOUR AD HERE

Contact : - adjcom@cinars.org -

MOBILE APPLICATION

The new CINARS Biennale mobile application is a total must during the whole event, we counted over **860 active users** in 2016. It's quite appreciated by international and local visitors, thanks to its convenience. Our app is available for iPhone and Android. Clickable and rotating advertising spots are available for sale.



Deadline to send material: August 24, 2018

Time span: 1 year (from Sept. 2018 to Sept. 2019)

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Mobile application ad

\$1,600 CAN

All amounts include taxes

NEWSLETTERS

Our newsletters are sent to **25,000 contacts** from around the world (**58% presenters**, **24% artistic companies** and **18% observers**). Five newsletters will be sent before the CINARS Biennale 2018 (two in September, two in October and one in November). Two advertising spots are available in each newsletter.

Deadline to send material:

August 24, 2018 (September newsletters)

September 28, 2018 (October newsletters)

October 26, 2018 (November newsletter)

Newsletter banner

\$950 CAN

All amounts include taxes

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BAG INSERT

The bag is handed out to each participant when they register for the CINARS Biennale, it contains all the essential information regarding the event. This is a tangible trace of the event.

Production: 1,000 copies

Deadline for reservation: October 26, 2018

Deadline to send material: October 29, 2018

Flyer

\$800 CAN

Leaflet (2-3 panels)

\$1,000 CAN

Booklet (more than 3 panels)

\$1,200 CAN

All amounts include taxes

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ADVERTISING KITS

KIT 1

1 newsletter ad
+ 1 mobile app ad

~~\$2,550 CAN~~

\$2,300 CAN

KIT 2

1 full page in program
+ 1 newsletter ad

~~\$3,150 CAN~~

\$2,900 CAN

KIT 3

1 website ad
+ 1 full page in program

~~\$3,600 CAN~~

\$3,300 CAN

KIT 4

1 full page in program
+ 1 website ad
+ 1 mobile app ad

~~\$5,200 CAN~~

\$4,800 CAN

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