



Dance + Theatre

May 22 to June 4, 2019

MEDIA KIT



“Thanks to these discoveries, every year the month of May brings a great gust of air that is fresh but sometimes searing, a piercing wind nipping through Montreal.”

Nathalie Petrowski, *La Presse*

“I love the Festival TransAmériques. It’s an event I never miss – it’s my lungs, my drug, my source of oxygen.”

Anne-Marie Cadieux

“The FTA is a unique event that has no equal in North America, an iconoclastic, exhilarating festival, a signature event that we are truly proud of.”

Philippe Couture, *Voir*

The FTA

The biggest festival of contemporary theatre and dance in North America

Renowned for the quality and avant-garde edginess of the shows it presents

24 shows from Quebec and elsewhere

A very popular event with an attendance rate of 99%

Speak to an audience that is passionate about cultural activities

Highly educated, curious, open-minded, interested in new trends and diversity.

Contemporary arts and culture aficionados who attend many cultural events

65% women



35% men

84% have a university degree

56% are under 45 years old

78% live on Montreal Island

15% are tourists

Source: Study on Attendance and Composition of Client Base at the Festival TransAmériques (2017 edition) by Ad hoc recherche

FTA

The 2019 FTA official program

Book your
advertising space
now

Special rate (15% off)
before January 14

Final reservation
due by February 4

Submit art work
by February 8

Send via e-mail to
jeanne-renee@fta.ca

Technical information

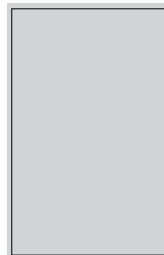
High resolution PDF or EPS
format with outline fonts,
along with a colour or
black-and-white reference
proof.

CMJN colour space
300 ppi resolution



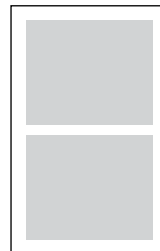
Formats and prices

Save by booking early: 15% off before January 14



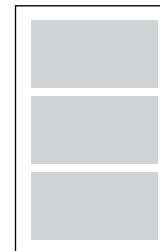
Full page
5,25 po L x 8,25 po H
+ 0,1875 po bleed
13,335 cm x 20,955 cm
+ 0,5 cm bleed

C2: \$4 000
\$3 400 before January 14
\$3 500
\$2 975 before January 14



1/2 page
4,25 po L x 3,5 po H
10,795 cm x 8,89 cm

\$2 250
\$1 912,50 before January 14



1/3 page
4,25 po L x 2,25 po H
10,795 cm x 5,715 cm

\$1 250
\$1 062,50 before January 14

The Festivalgoer's Guidebook

Easily consulted compact format,
keepsake edition

128 bilingual pages printed in full
colour
FSC certified paper
Attractive design by Compagnie et
Cie agency

Advertising pages will not exceed
20% of total content

A considerable print

55,000 copies distributed
From March 19 to June 4, 2019

11,000 copies inserted into
Le Devoir newspaper

9,000 delivered to selected contacts

Citywide Visibility

The 2019 FTA official program
is available in urban Montreal:
restaurants, shops, schools, hotels.

And in cultural venues: artistic
centres, theatres and performance
spaces, libraries, museums,
bookstores, art galleries.

Advertising Contract

Please sign and send this document by e-mail to **jeanne-renee@fta.ca**

All ads to be paid in full upon receipt of invoice sent by the FTA after signing of contract

Before January 14, 2019

- C2** \$ 3 400
- Full page** \$ 2 975
- 1/2 page** \$ 1 912,50
- 1/3 page** \$ 1 062,50

After January 14, 2019

- C2** \$ 4 000
- Full page** \$ 3 500
- 1/2 page** \$ 2 250
- 1/3 page** \$ 1 250

The Festival TransAmériques will publish the ad* in its 2019 official program as described below:

Advertiser: _____
 Represented by: _____
 Title: _____
 Address: _____
 Postal code: _____
 E-mail: _____
 Phone: _____
 Price: _____ + TPS (5 %) : _____ + TVQ (9,975 %) : _____
 TOTAL PRICE : _____

**Festival TransAmériques has the right to refuse any offending artwork or advertisement that promotes events that could harm the FTA's image*

Notes

In witness whereof the parties: _____
Advertiser Festival TransAmériques

signed in: _____ on: _____