

BIENNALE

CINARS

**MEDIA
KIT
2024**

21st CINARS BIENNALE Nov. 11th to 16th, 2024 in Montréal

Every two years, CINARS organizes one of the most important **international performing arts events** in Montreal, featuring dance, theater, circus, music and interdisciplinary work.

Over a week, we welcome more than **190 performances** from Quebec, Canada and abroad in various major cultural venues around Montreal. At the same time, workshops, networking events and an exhibition hall are offered to participants.

The CINARS Biennale has become a must-attend multidisciplinary event, where **real opportunities for international touring** are developed and lasting ties are forged with participants from all over the world.

CINARS BIENNALE AUDIENCES

1 250

performing art
professionals

58%

distributors

24%

arts
companies

51

represented
countries

Including **332** of the world's most important performance venues.

CINARS Biennale brings :

- nearly **\$8 million in projected show sales** over two years.
- **more international tours** for our artists.

AD IN THE OFFICIAL PROGRAM

Distributed to participants in the CINARS 2024 Biennale, the official program is the essential tool for making sure you don't miss a thing. It's your chance to shine with a high-quality audience.



THE OFFICIAL PROGRAM

Characteristics

- 1 000 copies printed
- Approx. 70 pages
- Printed on recycled paper
- Bilingual English and French

Display

- **Digital format** available on our website from Oct. 2024 until Nov. 16th
- **Paper format** available during the Biennale week

Prices

- Back cover** | \$2 900 CAN
- Front inside cover** | \$2 700 CAN
- Back inside cover** | \$2 500 CAN
- Full page** | \$2 200 CAN
- Half page** | \$1 100 CAN
(taxes includes)

Formats

- Full page and covers** | 10 (H) x 6.5 (L) inches
+ 5mm bleed
- Half page** | 5 (H) x 6.5 (L) inches
+ 5mm bleed
(HQ print PDF / colors CMYK)

*Bilingual or English-only advertising is recommended.

Deadline: Monday, September 2, 2024
by e-mail to communications@cinars.org

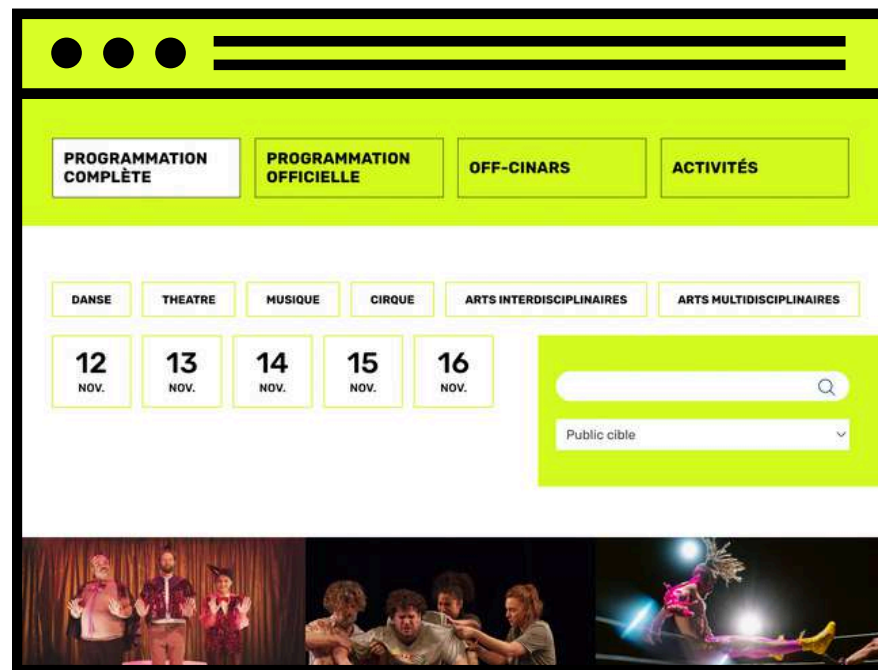
WEBSITE

Here you'll find all the information you need about the Biennale.

Our website

(www.cinars.org) is an essential tool before and during the CINARS Biennale.

It's your chance to make yourself visible to professionals in the industry.



WEBSITE

Characteristics

- + 2000 users
- + 50 000 page views during the biennale (2022 figures)
- Bilingual French and English

Display

- Advertising space is available in the official program, OFF-CINARS and activities sections.
- Appears in random rotation on each page visit.
- Ad with redirection link.
- 1 ad per month before the biennale
- 1 week during the biennale

Prices

Web banner | \$1 400 CAN
(tax included)

Format

Web banner | Size : 600 (L) x 390 (H) pixels
GIF ou JPG + URL

*Bilingual or English-only advertising
is recommended.

Deadline : min 7 days before display / max Oct. 11th 2024
by e-mail to communications@cinars.org

MOBILE APP

The mobile application is the most popular tool among CINARS Biennale participants.

It allows participants to plan which shows to see, reserve tickets, choose which activities to take part in, and consult practical information.



MOBILE APP

Characteristics

- **844 users** during the biennale (2022 figures)
- The application is available for iPhone and Android.
- Bilingual English and French

Display

- Positioning at application opening
- Available from application launch
- Appearance in random rotation

Price

App ad | 1 600\$ CAN
(tax included)

Format

App ad | 640 (L) x 100 (H) pixels
File PNG or JPG + URL

*Bilingual or English-only advertising
is recommended.

Deadline Octb. 11th 2024
by e-mail to communications@cinars.org

NEWSLETTER

Newsletters are sent to more than **25,000 professional** performing arts contacts worldwide.

58% presenters

24% artistic companies

18% observers

BIENNALE CINARS 2024



NEWSLETTER

Characteristics

- 27 930 subscribers
- Targeted mailings in French or English
- Open rate 45%
- Click-through rate 34%

Display

- 2 banners max / newsletter
- Available before and during the biennale
- 4 mailings per month before the biennale
- 1 mailing per day during the biennale

Price

Newsletter banner | \$1 000 CAN
(tax included)

Format

Newsletter banner | 600 (L) x 150 (H) pixels
File GIF ou JPG + URL

Deadline : min 2 days before sending
by e-mail to communications@cinars.org

INSERTION IN THE OFFICIAL BAG

Given to all CINARS 2024 Biennale participants when they register, the official bag contains all the important information about the event.

A unique opportunity to leave a valuable imprint.



INSERTION IN THE OFFICIAL BAG

Characteristics

- + over 800 participants
- Bilingual French and English

Display

- 1000 copies
- 1 copy per participant
- Distributed on the first day of the biennale

Price

Flyer | 800\$ CAN

Brochure 2-3 pages | 1 000\$ CAN

(tax included)

Format

Max size | 216 x 279 mm

file PDF, EPS or TIFF, 300 dpi min

*Bilingual or English-only advertising
is recommended.

Booking deadline August 15th
Deadline to send your print Octb. 15th
by e-mail to communications@cinars.org