



ADVERTISING FEES 2022

OFFICIAL PROGRAM

The official program, which is distributed to all CINARS Biennale 2022 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: October 3, 2022

Deadline to send material: October 7, 2022

| | |
|-------------------------------|------------------------|
| 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 |

All amounts include taxes

WEBSITE

Our high-traffic new website (www.cinars.org) is a wonderful tool during and before the CINARS Biennale. More than 30,000 page views from 138 countries during the 2018 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. 2022 to Feb. 2024)

Deadline to send material: October 17, 2022

| | |
|-------------------|-------------|
| Ad on the Website | \$1,400 CAN |
|-------------------|-------------|

All amounts include taxes

MOBILE APPLICATION

The CINARS Biennale mobile application is a total must during the whole event, we counted over 1.187 active users in 2018. 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: October 17, 2022
Time span: 1 year (from Sept. 2022 to Sept. 2023)

| | |
|------------------------------|--------------------|
| 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). Four newsletters will be sent before the CINARS Biennale 2022 (one in September, two in October and one in November). Two advertising spots are available in each newsletter.

Deadline to send material:
September 15, 2022 (September newsletter)
September 29, 2022 (October newsletters)
October 27, 2022 (November newsletter)

| | |
|--------------------------|------------------|
| Newsletter banner | \$950 CAN |
|--------------------------|------------------|

All amounts include taxes

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 24, 2022
Deadline to send material: October 31, 2022

| | |
|-------------------------------------|--------------------|
| Flyer | \$800 CAN |
| Leaflet (2-3 panels) | \$1,000 CAN |
| Booklet (more than 3 panels) | \$1,200 CAN |

All amounts include taxes

Contact : - adjcom@cinars.org -

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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