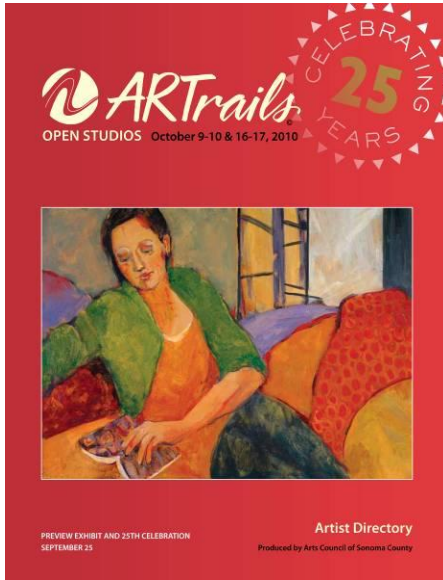




Celebrating 26 Years of Open Studio Tours!



2011 ARTrails Catalog Advertising Fact Sheet

Support your business and ARTrails artists as an advertiser or program sponsor! As one of the oldest juried open studios programs in the nation, ARTrails serves as an identifiable and reputable North Bay tradition. With dedicated visitors from Sonoma County, Marin County, and the Bay Area, ARTrails' visibility grows each year with new visitors from out of state and country! Join ARTrails as an advertiser and extend your reach to our loyal and ever-growing audience.

What is ARTrails?

A program of the Arts Council of Sonoma County, ARTrails is an annual fall tradition and Sonoma County's most visible arts event. Celebrating its 26th year and voted 2011 "Sonoma County's Best Outdoor Art Event", ARTrails provides a rare opportunity for the public to meet local artists in their studios, learn about their diverse creative processes and techniques, and purchase fine arts and crafts.

What makes ARTrails unique?

The program differentiates itself not only in being one of the only juried open studio programs in the North Bay, but also through its mission to provide an educational experience for all ages, fostering an interest in and a greater understanding of the artistic process. ARTrails promotes recognition that the arts are a significant component of Sonoma County and contribute to the public awareness about the quality and diversity of art created in our community.

How can you benefit from the ARTrails catalog?

We invite you to place an ad in the ARTrails 2011 catalog to not only support this valuable program and its artists, but also to support your business or organization. This four-color catalog guides visitors to the studios of their choice and provides them with long-term resource guide to fine art and supporting businesses in Sonoma County. With an estimated lifespan of 2 years, tourists and patrons retain these catalogs as keepsakes for future visits. By advertising in the ARTrails catalog, you will reach 45,000 individuals: 25,000 catalogs are sent direct mail to the homes of Bay Area art consumers, representing the highest profile demographic in the region. The remaining 20,000 catalogs are hand delivered to key local venues with great visibility and high foot traffic. We offer you this wonderful opportunity to extend your reach to our clientele!

To guarantee a space in the 2011 ARTrails catalog, we must receive your contract with payment by **Friday, May 20**. Please see the enclosed order form for display levels. Your artwork will be due **Friday, May 27** or we can design your ad for FREE upon request. Please note that ad space is limited and offered on a first come, first serve basis.

Thank you in advance for joining us for the 26th Annual ARTrails Open Studios!

Ad Sales Coordinators

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2011 ARTrails Catalog: Ad Agreement

Thank you for supporting ARTrails Open Studios 2011! To confirm your spot, please submit this form with payment to the Arts Council of Sonoma County by **Friday, May 20**. For your convenience you may pay with credit card. Please have your completed ad or copy and images to Marcus Graphics by **Friday, May 27** (see below for info).

ARTrails 2011 Levels (Check Choice) We can use your design or create one for you at no extra charge.

- \$2,500** Back Cover: 8.5" width by 8" height
- \$2,000** Full Page: 7.5" width by 9.75" height
- \$990** 1/2 Page: 7.5" width by 4.9" height
- \$585** 1/4 Page: 3.625" width by 4.9" height
- \$315** 1/8 Page: 3.625" width by 2.375" height

Please print:

Business Name _____

Address _____ City _____ ST _____ Zip _____

Phone _____ Fax _____

Email _____

Contact Person _____ Contact Person Title _____

Signature Authorizing Purchase: _____

Include check/money order made out to ACSC or complete info below for Visa or Mastercard:

Credit Card Number _____ / _____ / _____ / _____ Exp. Date ____ / ____

Amount _____ Signature _____

Check all that apply:

You may provide sketch or example of ad done elsewhere. Proof will be sent in email for approval.

- I would like to use last year's ad.
- I will be sending completed ad to Marcus Graphics.
- Please design my ad. I will be sending text and images to Marcus Graphics (829-2572).
- Logo or art to scan
- Digital file

Submitting Digital Files:

Best formats are 300 dpi .tiff files at correct size or PDF files with embedded fonts (use "Press" job options, Zip compression); PDF/X-4:2008 is optimal setting. Make sure any photos you use are 300 dpi or higher effective resolution.

Files can be submitted to Arts Council on CD or DVD or emailed to: marcusgraphics@comcast.net Images to be emailed must be under 12MB. Including a printout or screenshot will help us know what you intend. If you have a high resolution PDF of a pre-existing ad, we can resize and edit it if necessary.

How many catalogs would you like delivered to your business? _____