

Herts Open Studios

11th September – 3rd October 2010

Advertising Information



- Nationally, Open Studios is now recognised as an important event in the art calendar.
- Herts Open Studios is one of the most established Open Studios events in the country.
- Each year we have around 200 artists take part.
- Visitor numbers increase year by year; numbers for 2010 were over 13,500
- Open Studios is publicised widely in local and national media, and in arts venues throughout the county.

REASONS TO ADVERTISE

- Full colour production.
- A superbly designed brochure that is also a studio guide.
- A production run of approx 25,000.
- A known, special interest circulation.
- The brochure is widely distributed to targeted outlets before and during the event.
- Research has shown that 85% of people keep the brochure for a whole year.

ADVERTISING RATES & SIZES

Full page	£400	Artwork	£25
3/4 page	£310	Artwork	£20
1/2 page	£220	Artwork	£15
1/4 page	£130	Artwork	£10

ARTWORK REQUIREMENTS - Deadline for Payment and Copy 30 April.

The following guidelines help us to create the best quality. Please avoid bitmap format such as JPEG, which is good for images but can create fuzzy text.

1. Macintosh Files: (a) Quark Xpress
(b) Illustrator
(c) Freehand
(d) Corel Draw (files saved in EPS format)
(e) High quality pdf
2. PC Files: Quark Xpress
3. Flat artwork on bromide.
4. Where artwork not supplied:
 - 4.1 Copy required:
 - (a) preferably in Word on a disk or CD-Rom, or
 - (b) typed clearly with headlines marked.
 - 4.2 Any graphics, such as photographs and illustrations (no transparencies).
 - 4.3 Logo – on a letterhead or other stationery.

Herts Open Studios 11th September – 3rd October 2010 Advertising Order Form



Deadline for copy and payment – 30 April

Contact name: _____

Company: _____

Address: _____

Telephone: _____ Email: _____

Please supply an advertisement in the Herts Open Studios 2010 brochure as follows
[tick relevant boxes]:

- Full page £400
- Artwork £ 25
- 3/4 page £310
- Artwork £ 20
- 1/2 page £220
- Artwork £ 15
- 1/4 page £130
- Artwork £ 10

PAYMENT ENCLOSED:	
Cost of advertisement	£
Cost of artwork	£
TOTAL	£ _____

- Artwork supplied
- Copy, images & logo supplied
- Use artwork from last year's brochure

Please indicate the number of brochures you wish to receive for business/commercial use

Cheques should be made payable to **HVAF**. A receipt will be issued in due course. Thank you for your support of Herts Open Studios.

Please return this form to: Open Studios Advertising
HVAF
PO Box 894
St Albans, AL1 9EG

Enquiries: advertising@hvaf.org.uk
07813 100651

Open Studios is organised by the Herts Visual Arts Forum, a not-for-profit organisation, which is not registered for VAT.

Herts Open Studios 11th September – 3rd October 2010 Advertisement Sizes

HERTS VISUAL



ARTS FORUM

BROCHURE SIZE

210mm x 99mm (1/3 of A4)

FULL PAGE £400

200mm x 89mm

Artwork (if required) £25

3/4 PAGE £310

149mm x 89mm

Artwork (if required) £20

1/2 PAGE £220

98mm x 89mm

Artwork (if required) £15

1/4 PAGE £130

47mm x 89mm

Artwork (if required) £10

