

ADVERTISING RATE CARD



Support the 14th Annual 2022 Open Studio Tour!

Advertise in our 36-page color catalog featuring Santa Cruz Valley artists and galleries.

Call or mail in your space reservation today!



Tubac Center of the Arts
www.TubacArts.org
520-398-2371
Santa Cruz Valley Art Association



Tubac Center of the Arts
PO Box 1911
Tubac AZ 85646

WHY BE AN ADVERTISER?

- Full color ad in 3,000 catalogs distributed in Southern AZ
- Identification and location are included on the Open Studio map
- Catalogs for your use
- Invitation to Open Studio Preview
- You will be sponsoring a great local event with a 14 year history!

Tubac Center of the Arts
Attn: Open Studio Tour
PO Box 1911
Tubac AZ 85646

Mail or drop off this contract with your payment.

Attn Open Studios Tour
Tubac Center of the Arts
PO Box 1911
Tubac AZ 85646

Call **520-398-2371** for more information.

DEADLINES

Space reservations:
Dec. 10

Space payment:
Dec. 20

Ad materials:
January 4

ADVERTISER INFORMATION - PLEASE PRINT CLEARLY!

| | | | |
|---|--|---|---|
| Business name | | | |
| Contact name | | | |
| Phone | | Email | |
| Mailing address | | | |
| Street address for location on the map: | | | |
| Ad size | | <input type="checkbox"/> 2-page center spread \$950 <input type="checkbox"/> Full-page ad \$475 | <input type="checkbox"/> Half-page ad \$325 <input type="checkbox"/> Quarter-page ad \$200 |
| We will participate in Gallery Night! | | <input type="checkbox"/> Yes <input type="checkbox"/> No | <input type="checkbox"/> Free with our ad <input type="checkbox"/> I will send the check by December 20th. |
| Total amount due | | \$_____ included | <input type="checkbox"/> Please call me for credit card information |
| | | <input type="checkbox"/> Inside front cover \$550 <input type="checkbox"/> Inside back cover \$550 | |

AD SIZES & RATES

A. Full-Page Ad - \$475

Trim Size 8" x 8" centered on an 8.5" x 8.5" page
 Keep all copy inside the live area of 7.5" x 7.5"
 Bleed Ads must be 8.75" x 8.75" & include crop marks at the trim size of 8.5 x 8.5"

B. Specialty Full-Page Ads - \$550 Inside front cover and inside back cover

Page size is 8.5" x 8.5"
 Ad size 8" x 8" with 1/4 white border all around
 Keep all copy inside the live area of 7.5" x 7.5"
 Bleed ads must be 8.75" x 8.75" & include crop marks

C. Half-Page Horizontal Ad - \$325

Size 7.5" x 3.75"

D. Half-Page Vertical Ad - \$325

Size 3.75" x 7.5"

E. Quarter-Page Ad - \$200

Size 3.75" x 3.75" square

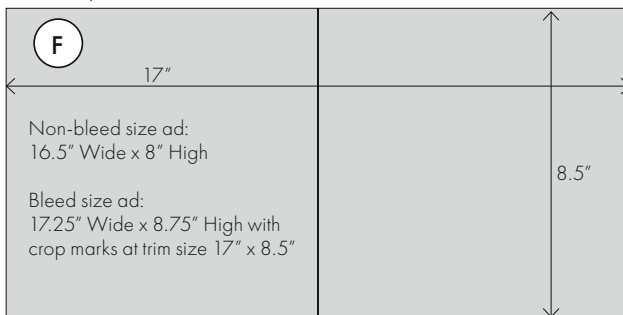
F. Center Spread pages 16 & 17 - \$950

Two pages in the center of the catalog at a special price of \$950

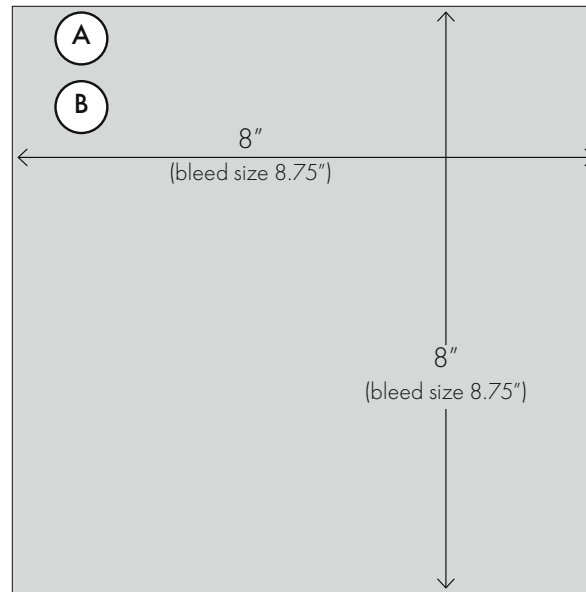
Gallery Night participation and Gallery Guide listing - \$50 or FREE to advertisers

Advertising artists and galleries receive a free listing in the gallery section and may participate in Gallery Night at no cost. If you are not placing an ad, the cost is \$50. Please submit a logo, address information and description for the listing at Tubacarts.org/open-studio-tour.

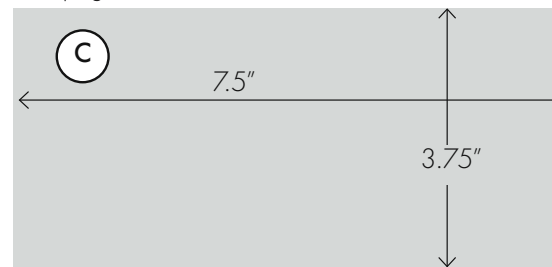
Center spread overall size 17" W x 8.5"H



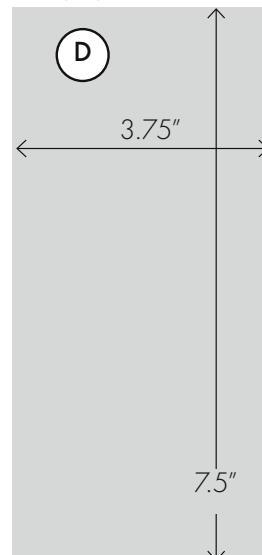
Full-page ad and full-page bleed ad



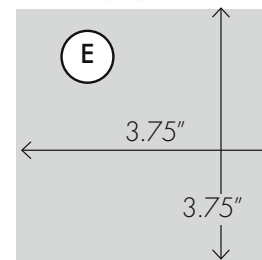
Half-page horizontal ad



Half-page vertical ad



Quarter-page ad



**Ad space will not
 be held without
 full payment by
 December 20th.**

DEADLINES

Space reservations: Dec. 10, 2021
Space payment: Dec. 20, 2021
Ad materials: January 4, 2022

ABOUT THE CATALOG

- 14 year of producing a first-class catalog
- 36 pages full color - 8.5"x8.5" size
- Distributed before the Tubac Festival of the Arts for maximum exposure (2nd week of February)

AD MATERIALS

Acceptable file formats for your ad files:

Acrobat PDF: Hi Res 300 DPI CMYK

JPEG: Hi Res 300 DPI CMYK

Images: 300 dots per inch (DPI)
 for sharp reproduction.

Photography: If you are shooting photos or scanning an image, use the highest quality setting (largest file size) or ask for 300 DPI

Need help creating or completing your ad?

Contact Sandra Piper Baenen

Call or text 520 310 9617

Email sandybaenen@icloud.com

She will be happy to help with the ad layouts for a nominal charge. Photography, scans, and logos must be provided.

Drop off your ad files or email them to:

Tubac Center of the Arts

Attn: Karon Leigh - exhibitions@tubacarts.org

Call 520-398-2371 for more information.