

SAC OPEN STUDIOS GUIDE

2021 ARTIST ADVERTISING



PRESENTED BY
VERGE
CENTER
FOR THE **ARTS**



BENEFITS OF AN ARTIST AD

An artist ad is a tool you can use to enhance your presence in the Sac Open Studios guide. **We are happy to extend a 50% discount off regular ad rates so you can provide more information about your practice, show additional images of your artwork, let people know how to purchase your art and more!**

PRICES

Full Page	\$500 (\$1000 Regular Rate)
Half Page	\$375 (\$750 Regular Rate)
Third Page	\$325 (\$650 Regular Rate)
Quarter Page	\$250 (\$500 Regular Rate)
Eighth Page	\$125 (\$250 Regular Rate)

HOW TO PURCHASE

Online

To purchase online visit:
<https://vergeart.regfox.com/artist-ads>

By Mail

Fill out the contract and mail to:

Justina Martino
Verge Center for the Arts
625 S Street
Sacramento, CA, 95811

NEED HELP WITH YOUR AD?

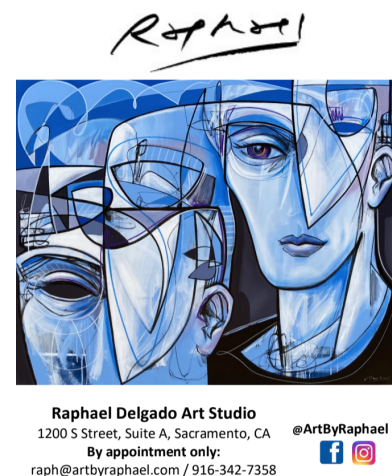
Email Ads@vergeart.com if you have questions or would like some advice on your artist ad.

THE GUIDE

As a companion to Sac Open Studios, the Sac Open Studios guide is a comprehensive resource that attendees use before, during, and after the program. The guide features information about each artist, things to do during the program, tips, advertisements, and more features to help attendees get the most out of their experience.

The guide is distributed throughout the region at 500+ businesses and organizations and is stocked in public distribution boxes at high traffic spots throughout Sacramento.

- Full color guide
- Gloss cover and high-quality coated newsprint pages
- Artist listings, Maps, Program Schedule
- First Friday, August 2021 Release
- 25,000 copies distributed annually to 500+ locations in the greater Sacramento region
- Digital version at vergeart.com
- Direct mailing to Verge members



Examples of artist ads from past Sac Open Studios Guides

AD RATES

Sac Open Studios artists receive 50% off of regular ad rates. With the growth of the program, we want to give you an opportunity for you to purchase additional exposure for your artwork at an affordable price.

Full Page	\$500 (\$1000 Regular Rate)
Half Page	\$375 (\$750 Regular Rate)
Third Page	\$325 (\$650 Regular Rate)
Quarter Page	\$250 (\$500 Regular Rate)
Eighth Page	\$125 (\$250 Regular Rate)

HOW TO PURCHASE

Purchase Online

To purchase online visit:

<https://vergeart.regfox.com/artist-ads>

Purchase By Mail

To purchase by mail, fill out the contract on the last page of this media kit and mail to:

Justina Martino
Verge Center for the Arts
625 S Street
Sacramento, CA, 95811

Deadline: June 15, 2021

Ads must be paid in full and ad artwork must be submitted by June 15, 2021. Requests for additions or changes will not be accepted after the deadline.



What a wonderful opportunity to be a part of a city-wide, art inspired weekend. The program was well put together and our creative space was visited by many people who otherwise would not know of our presence.

- Colin Fulton, Xenia Smith, Brad Morlock, Recluse Arts



The 2018 Sac Open Studios tour was my first time ever opening my home studio. The process and guidelines for placing an artist ad were so simple to follow and gave me a fantastic opportunity to showcase my photographic work. I even used the very same ad for my promo cards to leave behind at businesses and galleries.

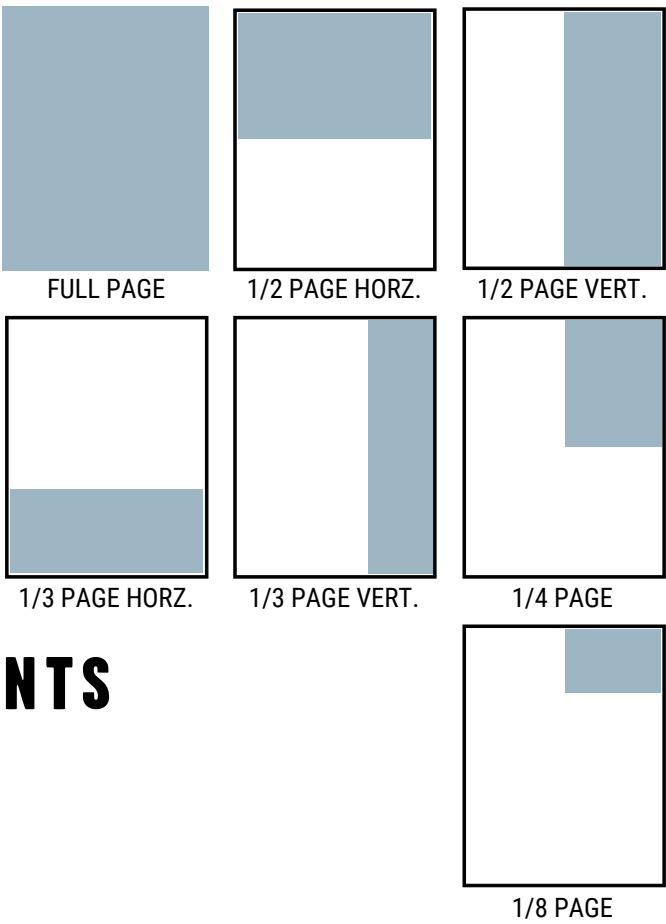
- Juliet Haas, Artist

SPECIFICATIONS

In order for your ad to be part of the guide, it needs to meet the criteria outlined below. We want you to have the best possible presence in the guide, which is why it's important that you follow these guidelines.

GUIDE DETAILS

- Trim Size: 8.375" x 10.875"
- Saddle Stitch Binding
- Web Offset Printing. SWOP Standards apply.
- Body pages are printed on 80 lb. dull book #3.
- Image Resolution: 300 DPI
- 4/C Process Colors



DIGITAL FILE REQUIREMENTS

- Ads must be print-ready.
- Files must be submitted as high resolution PDFs.
- Files should be in CMYK format with all fonts, images, and logos embedded.
- All images contained in the file must be 300 DPI.

PRINT SPECIFICATIONS

AD SIZE	DIMENSIONS
FULL PAGE	8.5" x 11.125" (INCLUDE BLEED)
HALF PAGE HORIZONTAL	7.625" x 5" (NO BLEED NEEDED)
HALF PAGE VERTICAL	3.625" x 9.875" (NO BLEED NEEDED)
THIRD PAGE HORIZONTAL	7.75" x 3" (NO BLEED NEEDED)
THIRD PAGE VERTICAL	2.5" x 10.25" (NO BLEED NEEDED)
QUARTER PAGE	3.75" x 4.75" (NO BLEED NEEDED)
EIGHTH PAGE	3.75" x 2.25" (NO BLEED NEEDED)

ARTIST AD CONTRACT

To confirm your ad purchase, please return this contract with payment to:

Verge Center for the Arts, 625 S St, Sacramento, CA 95811 or email to ads@vergeart.com.

Artist Name _____

Contact Name (If different from above) _____

Phone _____ Email _____

Address _____

City _____ State _____ Zip Code _____

Ad Size

☐ Full Page (\$500) ☐ Half Page (\$375) ☐ Third Page (\$325)

☐ Quarter Page (\$250) ☐ Eighth Page (\$125)

Payment Method

☐ Check enclosed (Payable to "Verge Center for the Arts")

☐ I authorize Verge Center for the Arts to charge my credit card

Cardholder Name _____

Credit Card Number _____

Expiration Date _____ State _____ Zip Code _____

Terms and Conditions

Artist advertising rates are only available for 2021 Sac Open Studios participating artists. Artists may only use their ad to promote their own artwork or service. Verge Center for the Arts will publish your ad in the 2021 Sac Open Studios Guide. Ads will also appear in a PDF of the Sac Open Studios Guide available to view and download at vergeart.com. Contracts, payment in full, and ad artwork must be received by June 15, 2021 in order for your ad to be printed in the guide. Requests for additions or changes will not be accepted after this deadline. All ads are subject to approval by Verge Center for the Arts. All sales and transactions are final.

Signature _____

Date _____

CONTACT INFORMATION

Justina Martino
Public Engagement and
Outreach Manager

Estathea Lyons
Education Associate

Verge Center for the Arts
625 S Street
Sacramento, CA, 95811

 ads@vergeart.com

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