

# SAC OPEN STUDIOS GUIDE

## 2023 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	\$625 (\$1250 Regular Rate)
Half Page	\$450 (\$900 Regular Rate)
Third Page	\$375 (\$750 Regular Rate)
Quarter Page	\$325 (\$650 Regular Rate)
Eighth Page	\$150 (\$300 Regular Rate)

### HOW TO PURCHASE

#### Online

To purchase online scan:



Enter Promo Code:  
**ARTIST2023**

#### By Mail

Fill out the contract and mail to:

ATTN: Cheri Awalt  
Verge Center for the Arts  
625 S Street  
Sacramento, CA, 95811

### NEED HELP WITH YOUR AD?

Email [cheri@vergecontemporary.org](mailto:cheri@vergecontemporary.org) 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 tour-goers use before, during, and after the tour. The guide features information about each artist, things to do during the tour, tips, maps, advertisements, and more features to help tour attendees get the most out of their experience.

The guide is distributed throughout the region at 300+ 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, schedule of events
- August 2023 Release
- 25,000 copies distributed annually to 300+ locations in the greater Sacramento region
- Digital version at [vergecontemporary.org](http://vergecontemporary.org)
- Direct mailing to Verge members



Examples of artist ads from the 2022 Sac Open Studios Guide

**ARTISTS RECEIVE 50% OFF REGULAR AD RATES!**

## AD RATES

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

Full Page	\$625 (\$1250 Regular Rate)
Half Page	\$450 (\$900 Regular Rate)
Third Page	\$375 (\$750 Regular Rate)
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Sacramento, CA, 95811

### Deadline: June 15, 2023

Ads must be paid in full and ad artwork must be submitted by June 15, 2020. 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.

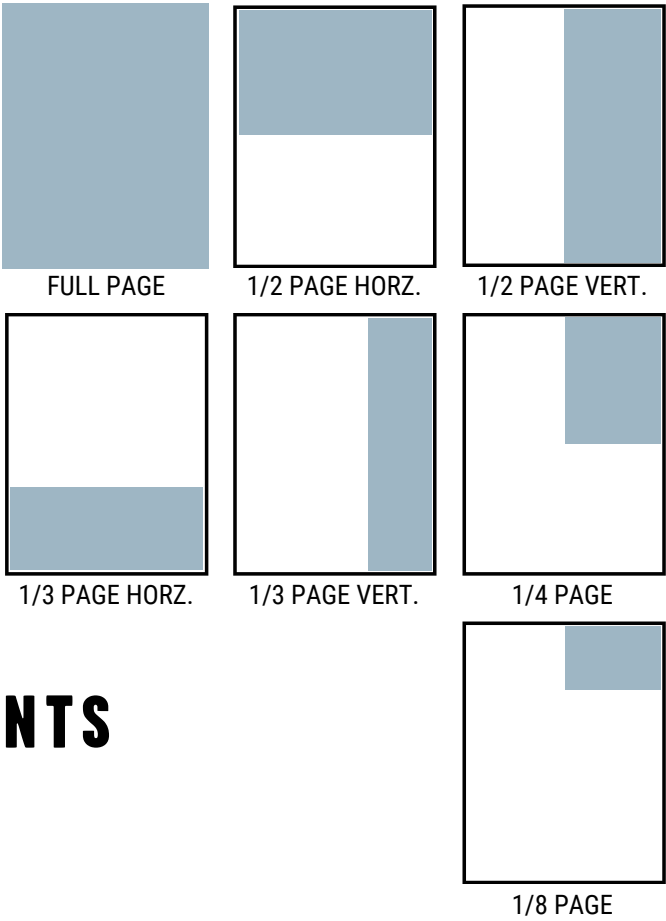
- Juliet Haas, Artist

# 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)

# SAC OPEN STUDIOS 2023 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 [cheri@vergecontemporary.org](mailto:cheri@vergecontemporary.org)

Advertiser \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

## Ad Size

☐ Full Page (\$1250) ☐ Half Page (\$900) ☐ Third Page (\$750) ☐ Quarter Page (\$650)

☐ Eighth Page (\$300) ☐ Inside Front Read (\$1500) ☐ Inside Back Read (\$1500)

☐ Inside Front Cover (\$1750) ☐ Inside Back Cover (\$1750) ☐ Back Cover (\$2500)

☐ 15% Off Early Discount ☐ Add 20% for Premium Placement

## 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 \_\_\_\_\_ CVV \_\_\_\_\_

Expiration Date \_\_\_\_\_ Zip Code \_\_\_\_\_

## Terms and Conditions

*Upon completion of payment and submission of your ad artwork in the appropriate format, Verge Center for the Arts (VCA) will publish your ad in the 2023 Sac Open Studios Guide. Ads will also appear in a PDF available to view and download at [vergecontemporary.org](http://vergecontemporary.org). Additionally, your business or organization will be featured in an ad directory with a link to your website at [vergecontemporary.org](http://vergecontemporary.org). Contracts, payment in full, and ads must be received by May 31, 2023. Request for additions or changes will not be accepted after the deadline. VCA reserves the right to assign ad placement and is not responsible for any error in content provided by the advertiser. All ads are subject to the approval of VCA. All sales and transactions are final. Advertising in the 2023 Sac Open Studios Guide is not artist participation in the studio tour.*

Signature \_\_\_\_\_

Date \_\_\_\_\_

## CONTACT INFORMATION

**Cheri Awalt**

Public Programs Coordinator

✉ [cheri@vergecontemporary.org](mailto:cheri@vergecontemporary.org)

Verge Center for the Arts

625 S Street

Sacramento, CA, 95811

@ [vergeart](https://www.vergeart.org)

🌐 [vergecontemporary.org](http://vergecontemporary.org)