

# ARTTrails

of southwest washington

Nonprofit 501 A (c) (3) Corporation #26-1377400

## Advertise Your Business In The 16th Annual ARTTrails 2018 Studio Tour Guide

The Studio Tour Guide is a 32-page full-color publication featuring over 60 participating artists throughout southwest Washington.

*Support the ARTS, while exposing your business to all of southwest Washington.*

*Beginning in July, we distribute 10,000 Studio Tour Guides statewide and beyond.*

*In addition . . .*

Bookmarks and Brochures are distributed statewide publicizing the ARTTrails Studio Tour.

**Purchase your ad today  
and be part of this *Popular Annual Event!***

To purchase your ad today:

**Check payable to:**  
ARTTrails of Southwest Washington

**Mail to:**  
ARTTrails of Southwest Washington  
Attention: Ad Sales  
P. O. Box 1628  
Centralia, WA 98531





**Yes! I want to place an Ad today!**

## Q&A

**1. Who do I contact to buy an ad?**

ad\_sales@artrailsofswww.org

**2. I have questions about how best prep to my digital files after reading file the specs. Who can I contact?**

ad\_sales@artrailsofswww.org

**3. Where do I send the digital file of my ad?**

ad\_sales@artrailsofswww.org

**4. I want a Business Card Size Ad, but I don't have a digital file of my business card. What do I do?**

Mail your business card to:

ARTrails of Southwest Washington

Attention: Ad Sales

P.O. Box 1628

Centralia, WA 98531

**5. Who do I write my check to?**

ARTrails of Southwest Washington

**6. Where do I mail my check?**

ARTrails of Southwest Washington

Attention: Ad Sales

P.O. Box 1628

Centralia, WA 98531

## AD SIZES + PRICES

**A** 1/2 Business Card Size ..3.5"w x 1"t.....\$65  
2-3 lines, no art work

**B** Business Card Size .....3.5"w x 2"t.....\$125  
Horizontal Only

**C** 1/4 Page Size .....3.75"w x 5"t.....\$325  
Vertical

**D** 1/2 Page Size .....7.75"w x 5"t.....\$625  
Horizontal

**E** Full Page Size .....8.75"w x 11.25"t....\$1125  
(full bleed)

**F** Full Page Size .....7.75"w x 10.4212"t ..\$1125  
(no bleed)



## MECHANICAL REQUIREMENTS

### Required Material

Electronic files are preferred when submitting materials, if possible. Acceptable program formats for sending material for ads in ARTrails are as follows in order of preference:

### PDF FILES

PDF files set to print-quality specifications are the preferred format for ads. Acrobat 5.0 (PDF 1.4) or higher, minimum resolution 300 dpi, fonts embedded. Convert all images to CMYK in their original format before creating the PDF file.

PMS spot colors will be converted to CMYK unless otherwise specified.

No crop or registration marks are to be included in the final PDF file.

### PHOTOSHOP FILES

Photoshop 300dpi or higher, JPG, TIF, PSD file formats accepted.

### ADDITIONAL AD SPECS

All graphics and fonts must be included and/or converted to paths.

Always convert spot colors to CMYK in 4-color ads. Additional spot color plates in 4-color ads will be converted to CMYK in prepress.

## AD SUBMISSIONS

### ADS ON CD

Ads submitted on a CD must follow the formatting specifications listed on left. Ads on disks can be mailed to:  
ARTrails of Southwest Washington  
Attention: Ad Sales  
P.O. Box 1628  
Centralia, WA 98531

### ADS BY EMAIL

Ads under 7mg may be submitted by e-mail.  
Ads submitted by email can be emailed to:  
Ad Sales / Joan Hitchcock  
ad\_sales@artrailsofsww.org  
(360) 270-5312

### ADS BY YouSendIt.com

Large single Ad files (up to 100mg) can be sent through YouSendIt.com. YouSendIt.com is a free service that will host your file for up to 7 days and generate an email to the ad\_sales@artrailsofsww.org for download.

### CHANGES

We will not make changes to any files without notifying you. Ads that do not open or do not fit the specifications above will need to be corrected and resubmitted. If no proof is sent with the file, one will be generated and invoiced.

Ad change policy: It is not the policy of ARTrails to change a client's digital ad in any way.

All ads should be submitted as per the specifications described in the reproduction requirements section. However, upon written request, and in order to facilitate the production of ARTrails, ARTrails will at no charge make minor changes to digital ads submitted.

ARTrails will not guarantee or warrant these changes and will be held harmless in the event that these changes are not printed correctly.

The client is responsible for full payment of the advertising space.



If you have questions, contact:  
ad\_sales@artrailsofsww.org

**A** 1/2 Business Card Size - 3.5"w x 1"t

**C** 1/4 Page Size - 3.75"w x 5"t

**B** Business Card Size - 3.5"w x 2"t

**D** 1/2 Page Size - 7.75"w x 5"t