



## **Advertise Your Business in ARTrails Studio Tour Guide**

**The Studio Tour Guide is a 20-page full-color publication featuring participating artists throughout Southwest Washington.**

**Support the ARTS, while advertising your business in the ARTrails Studio Tour Guide throughout Southwest Washington.**

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

*In addition,*

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

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

**Make check payable to:**

ARTrails of Southwest Washington

Attention: Ad Sales

P. O. Box 1628

Centralia, WA 98531

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

### Q&A

1. I would like to support ARTrails, but do not want to buy an ad? **Donations accepted to ARTrails. Become a friend of ARTrails by clicking ABOUT at [www.ARTrailsofsww.org](http://www.ARTrailsofsww.org)**
2. Who do I contact to buy an ad?  
**[artrailsadsales@gmail.com](mailto:artrailsadsales@gmail.com)**
3. When is the deadline for ad sales?  
**May 15th, 2022**
4. I have questions about how best prep to my digital files after reading file the specs. Who can I contact?  
**[artrailsadsales@gmail.com](mailto:artrailsadsales@gmail.com)**
5. Where do I send the digital file of my ad?  
**[artrailsadsales@gmail.com](mailto:artrailsadsales@gmail.com)**
6. I want a Business Card Ad, but I do not 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**
7. Who do I write & send my check to?  
**Artrails of Southwest Washington  
Attention: Ad Sales P.O. Box 1628,  
Centralia, WA 98531**

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### AD Sizes + Prices

- A. Small Business Card Ad  
\$125.
- B. Large Ad \$500.

**Sizes example shown on page 4**

**Small Business Card Ad**

2.5" W x 1.4"H

Sized proportionately from  
actual business card size

**Large Size Ad**

5" W x 3.2"H

Sized proportionately

## Mechanical Requirements

### **Required Material**

Electronic files are preferred when submitting materials, if possible. Acceptable program formats for sending material for ads in ARTrails Studio Tour Guide 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 fronts 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 above.

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 maybe submitted by e-mail.

**Submit to:** Ad sales/Tonie Knutz at [artrailsadsales@gmail.com](mailto:artrailsadsales@gmail.com)

#### **Ads by YouSendit.com**

Large single Ad files (up to mg) can be sent through YouSendIt.com. It is a free service that will host your file for up to 7 days and generate an email to the [artrailsadsales@gmail.com](mailto:artrailsadsales@gmail.com) for download.

#### **Changes**

We will not make changes to any files without notifying you. Ads that do not open or 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 anyway.

All ads should be submitted as per the specifications described in the reproduction requirements section. However, upon written request, and to facilitate the production of ARTrails Studio Tour Guide, 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 if these changes are not printed correctly.

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

