# 2009 STUDIO DISCOVERY TOUR
# ADVERTISER'S KIT

Gualala Arts and the North Coast Artists Guild invite you to join and support this growing and successful community event by letting us help you publicize and gain increased exposure for your business. Gualala Arts mission is to promote public interest and participation in the arts. Gualala Arts has been a 501(c)3 non-profit corporation since 1965.

The STUDIO DISCOVERY TOUR is an event which "gives back" to its advertisers and supporters by bringing increasing numbers of visitors and guests to our coastal community that encompasses Sonoma and Mendocino counties. In the past seven years, our total studio visitations have grown from under 4,000 to nearly 10,000. We estimate that this event now gets more than 2,000 people "out and about" on the first two weekends in September.

These residents and visitors spend their money not only on art; but also, on lodging, meals, and other diverse offerings of our coastal merchants.

The advertiser's access to this group is through the beautiful four-color tour catalog, which many tour visitors keep and refer to throughout the year.

The catalog is mailed to over 6,500 previous customers, interior decorators, and art galleries in Northern California. Over 15,000 additional copies of the catalog are distributed to potential visitors at wineries, restaurants, shops, lodging establishments, and tourist information stops throughout Mendocino, Sonoma, Marin, San Francisco, East Bay, Sacramento, and other locales.

The Gualala Arts Center, and The Dolphin Visitor's Center and Gift Shop hands these catalogs out year-round to tourists, as supplies last. Lastly, the catalog can also be downloaded, in its entirety, from the Studio Discovery Tour website (www.studio-tours.com).

There is no other local full-color print advertising option with such wide distribution and high production values, and such a proven ability to attract "paying customers".

We invite you to review the enclosed copy of our 2008 catalog and examine our schedule of advertising levels. We look forward to partnering with you in this mutually beneficial event.

**To reserve ad space, or for further information, please contact:**

**Cindy Naoum – Promotional Manager, Gualala Arts, Inc.**
**707-884-1946; Cindy@GualalaArts.org**

**GUALALA ARTS**

Scott Chieffo – Director, Studio Discovery Tour
707-884-1138, Scott@GualalaArts.org

David "Sus" Susalla – Executive Director, Gualala Arts, Inc.
707-884-1138, Sus@GualalaArts.org

**2009 Studio Discovery Tour Catalog**
**Advertising Order Form**

The undersigned requests to reserve (and agrees to pay for) the following advertising space in the 2009 Studio Discovery Tour catalog (please place a check mark or initial next to applicable choice):

| | DISPLAY ADS | COST | | DIMENSIONS (inches) |
|---|---|---|---|---|
| _____ | Inside Front Cover | $2,495 | ……. ***SOLD*** ……. | 7.5 (H) X 4.5 (W) |
| _____ | Inside Back Cover | $1,495 | ……. ***SOLD*** ……. | 7.5 (H) X 4.5 (W) |
| _____ | Inside Back Page | $1,195 | ……. ***SOLD*** ……. | 7.5 (H) X 4.5 (W) |
| _____ | Inside Full Page | $995 | | 7.5 (H) X 4.5 (W) |
| _____ | Inside Half Page | $595 | | 3.67 (H) X 4.5 (W) |
| _____ | Inside Third Page | $395 | | 2.33 (H) X 4.5 (W) |
| _____ | Inside Quarter Page | $325 | | 1.75 (H) X 4.5 (W) |
| _____ | Inside Sixth Page | $225 | | 2.33 (H) X 2.125 (W) |
| _____ | Single Line | $95 | (Name, Address, and Contact Info listed) | |

I will use the same ad as last year: _____

**DEADLINES:**

- Full Payment Due By April 1, 2009
- **Print Ready** Ad due by April 15, 2009

Technical requirements for new ads are as follows:

- Format: TIF, JPEG, or Press-Quality PDF
- Resolution: 300dpi or higher (at dimensions listed above)
- Style: RGB or CMYK or grayscale (for black and white)
- Submit on a CD marked with sponsor's name and image details

**AGREED:**
Signature: _____
Print Name: _____
Address: _____
_____
Phone: _____
Email: _____

**Please make check payable to NCAG**

Mail Ad and check to:
Gualala Arts, Inc.
PO Box 244
Gualala, CA 95445
Attention: Scott Chieffo