



## Western Loudoun Artists Studio Tour - Advertising Media Packet

(Also available online at: [www.wlast.org/ad.htm](http://www.wlast.org/ad.htm))

The 6th annual Western Loudoun Artists Studio Tour will be held June 11<sup>th</sup> and 12<sup>th</sup> 2011. The tour will again have a full color printed booklet with the tour map, information about the artists and space for advertising - a wonderful opportunity for local businesses, services and artists to advertise in an attractive format that will reach thousands of Loudoun County residents and visitors.

**Booklets:** 5,000 will be printed and distributed to the public to visitor centers, local businesses, lodging and dining establishments, libraries, Franklin Park Arts Center, Round Hill Arts Center, ArtSquare, Loudoun Arts Council and other arts spaces, and distributed by the artists to their clients. Booklets will also be available during the tour at all artist studios.

**Specs:** The booklet will have approximately 50 pages, dimensions are: 5.5" x 8.5" Full color throughout.

### Ad Sizes & Pricing:

Full page back cover 5.5 x 8.5 – can be full bleed - 1 space available only	\$375
Full page inside front cover 5.5 x 8.5 – can be full bleed - 1 space available only	\$325
Full page inside back cover 5.5 x 8.5 – can be full bleed - 1 space available only	\$275
Full page 5.5 x 8.5 – can be full bleed	\$235
Half page horizontal – can be full bleed	\$120
Half page vertical – can be full bleed	\$120
1/3 page horizontal - 4.75"W x 2.75"H	\$80
1/4 page vertical - 2.5" W x 3.75"H	\$60
Business card ads – 3.5"W x 2.0"H	\$40

*\*Tour Artists receive a 20% discount off of ad prices*

*\*\* Ads not digitally ready for insertion (digital files to mechanical requirements) will incur a \$10 preparation charge*

*\*\*\*Advantages for Restaurants and Hotels running ads of \$75 dollars or more: Your locations will be noted on both the print and on-line map - so hungry tour goers can find you and folks from out-of-town can find the perfect place to stay!*

**Payments:** Make checks payable to: Friends of Franklin Park Arts Center (FoFPAC). Direct payments to Ad Representative preferred, or pay online at: [www.wlast.org/ad.htm](http://www.wlast.org/ad.htm) or mail to WLAST (Western Loudoun Artists Studio Tour), P.O. Box 653, Round Hill, VA 20142.

**Mechanicals:** Apply to all full-page ads, covers etc. All ads are full color (no discounts for black and white ads)

Ad size for full bleed 4 color: 5.75" W x 8.75" H.

Trim size: 5.5" W x 8.5" H

Safety: 4.5" W x 7.5" H

Please contact for full bleed advertisements that are half page for placement info.

CMYK color

Acceptable formats: PDF, highest quality JPG or TIF files

Resolution: 300 DPI

Quark7 or below for Windows (all fonts must be included)

*\*\*\*Want to run an ad, but don't have one designed? Lizard Graphics (540-822-9110) can design one at reasonable cost.*

**Email your ads to:** [pintofoal@aol.com](mailto:pintofoal@aol.com) - please note in heading WLAST AD - file size must be under 20-Megs  
or (if file size is too large to email or can't email) mail your CD to:

Liz Hall

39331 Rodeffer Road, Lovettsville, VA 2018

**Questions** about ads, mechanicals, or graphics: call Liz at 540-822-9110 or email her at [pintofoal@aol.com](mailto:pintofoal@aol.com)

**Western Loudoun Artists Studio Tour (WLAST)  
June 11 - 12, 2011**

**Studio Tour Booklet Advertising Agreement**  
(Also available online at: [www.wlast.org/ad.htm](http://www.wlast.org/ad.htm))

Advertiser agrees to:

1. Purchase advertisement described below. Full payment must accompany this contract.
2. **All artwork must be submitted in digital format and provided to Western Loudoun Artists Studio Tour by April 15, 2011.** If artwork is not provided by this deadline only Advertiser name and contact information will be included. Advertiser will remain liable for the full amount.

Date: \_\_\_\_\_

Advertiser Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Contact e-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Contact Name and Title: \_\_\_\_\_

Signature: \_\_\_\_\_

**Advertisement:**

- |   |       |
|---|-------|
| <input type="checkbox"/> Full page back cover 5.5 x 8.5 – can be full bleed – <i>only one available</i>         | \$375 |
| <input type="checkbox"/> Full page inside front cover 5.5 x 8.5 – can be full bleed – <i>only one available</i> | \$325 |
| <input type="checkbox"/> Full page inside back cover 5.5 x 8.5 – can be full bleed – <i>only one available</i>  | \$275 |
| <input type="checkbox"/> Full page 5.5 x 8.5 – can be full bleed  | \$235 |
| <input type="checkbox"/> Half-page horizontal – can be full bleed   | \$120 |
| <input type="checkbox"/> Half-page vertical – can be full bleed   | \$120 |
| <input type="checkbox"/> 1/3 page horizontal - 4.75"W x 2.75"H  | \$80  |
| <input type="checkbox"/> 1/4 page vertical - 2.5" W x 3.75"H  | \$60  |
| <input type="checkbox"/> Business card ads – 3.5"W x 2.0"H  | \$40  |
| <input type="checkbox"/> Preparation charge (only for ads not digitally ready for insertion)                    | \$10  |
| <input type="checkbox"/> Participating Studio Tour artist - 20% discount on any size ad                         |       |
| <input type="checkbox"/> Ad design included (priced individually)   |       |
| <input type="checkbox"/> Restaurant or Hotel with ad \$75 or more (will receive additional exposure)            |       |

Please make your check payable to FoFPAC (Friends of Franklin Part Arts Center.) Direct payments to Ad Representative are preferred or mail this form with your check to WLAST (Western Loudoun Artists Studio Tour), P.O. Box 653, Round Hill, VA 20142. You can also pay online at: [www.wlast.org/ad.htm](http://www.wlast.org/ad.htm)

Thank you for your support of the 2011 Western Loudoun Artists Studio Tour!