

2024 CATALOG AD RATES



SONOMA COUNTY
**ART
TRAILS**

OCT 19-20 + 26-27
2024



SEBASTOPOL CENTER FOR THE ARTS OPEN STUDIO PROGRAMS SUPPORT SONOMA COUNTY ARTISTS AND OPPORTUNITIES FOR GROWTH



2024 OPEN STUDIOS



Sonoma County is a place where a thriving artistic community, superb cuisine and world-renowned wineries intertwine. It is a natural pairing for creative expression. Sebastopol Center for the Arts (SebArts) believes in nurturing our local art community, and has been the vehicle for thousands of Sonoma County artists to flourish. SebArts showcases local artists in their own working studios through our two award-winning programs – Art at the Source and Art Trails – each with a combined lifespan of over 70 years.

Vital to the success of these programs, and the primary marketing engine for bringing people into artist's studios is our open studio catalogs. Each full-color, glossy catalog contains contact information about the artists with maps, artwork images, and directories. These popular guides help visitors plan their tour as they roam scenic Sonoma County in search of new art experiences. Visitors select artwork and map out routes, creating their custom art excursion. Most studios are nestled in quaint hilltop, coastal, rural and small-town communities. These highly-anticipated art weekends are planned each year, and bring in visitors throughout the Bay Area and beyond.

Our open studio catalogs are mailed directly to homes in the Bay Area, by request. They are also available online, in retail outlets, hotels and at visitor centers.

You have the opportunity to showcase your business to an audience invested in local art and artists. Advertising in our open studio catalogs shows that your business is a supporter of the arts, and is aligned with art patrons who not only want to see amazing art, but also want to make it a memorable experience.



FOR QUESTIONS OR TO PLACE AN AD:
Call Michele Kimble (707) 829-4797 x1006
or email: openstudios@sebarts.org
SonomaCountyArtTrails.org

OCT
19-20
26-27

The 40th Annual Juried Sonoma County Art Trails is an award-winning SebArts open studio program that will take place two consecutive weekends: **October 19-20 and 26-27 from 10 am to 5 pm.** This free, self-guided Fall event showcases 140+ juried open studios, and provides a unique opportunity for art enthusiasts to experience local professional artists in their working studios.

BENEFITS OF ADVERTISING

- We distribute 50,000 48-page, professionally-designed color catalogs
- 25,000+ are mailed by request to artists' collector lists and SebArts members
- Thousands are distributed to retail businesses, visitor centers, hotels and farmers' markets.
- Extend your advertising visibility. Catalogs are kept far beyond the event's completion date as an art resource throughout the year.
- Reach a deeper audience. An ideal opportunity for your business to come into contact with a new audience of art-enthusiasts.



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DISTRIBUTION + AUDIENCE



2024
OPEN
STUDIOS



OPEN STUDIO CATALOG DISTRIBUTION

- Participating artists' mailing lists
- SebArts member lists
- Galleries and museums
- Retail outlets
- Interior designers
- Hotels
- Wineries
- High-end spas and salons
- Real estate brokerages
- Visitor centers
- Libraries
- Events and farmers' markets

ADVERTISING AUDIENCE

- High-income art enthusiasts
- New home owners
- Bay Area professionals
- Qualified members and subscribers
- Artists' loyal collectors
- Interior designers
- Tourists interested in unique local experiences
- Families and weekenders



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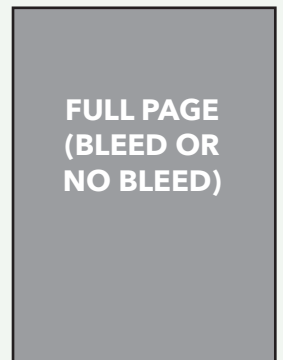
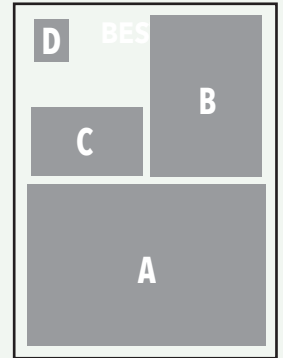


2024 OPEN STUDIOS

RATES + SIZES

2024 ADVERTISER RATES

Ad Size	Dimensions	Art Trails
Artist Listing Ad (D) (Artists only)	1.5" x 1.75"	\$185
1/8 Page (C)	3.625" x 2.375"	\$375
1/4 Page (B)	3.625" x 4.875"	\$600
1/2 Page (A)	H: 7.5" x 4.875" V: 3.625" x 9.75"	\$1,200
Full Page	7.5" x 9.75"	\$2,000
Inside Cover	7.5" x 9.75"	\$2,300
Inside Back Cover	7.5" x 9.75"	\$2,300



AD DESIGN SPECS

- 300 dpi resolution at full size
- CMYK color space
- Full page ads - .125" (1/8 inch) bleed
- JPG, TIFF, or Press Ready PDF only accepted
- Send files under 10 mgs to mcarnes@sebarts.org.
- Use Dropbox or WeTransfer for larger files
- Contact michelle@carnescreative.com if you need your ad designed and design cost.

SPACE DEADLINES

ART TRAILS
Space reservation
deadline
July 8, 2024

Press ready art
deadline
July 15, 2023



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