

Complete and return this order form with all accompanying material by **June 15, 2008**. Early Bird Deadline is March 22, 2008 for reservation and check. Ad copy deadline remains June 15, 2008. For questions about advertising in the 2008 SF Open Studios Guide, contact ArtSpan at 415.861.9838 or info@artspan.org.

### Print Specifications

- Page trim size: 9 x 10.875
- Bindery: Perfect bind
- Printing: Web offset on 50# gloss enamel
- Image resolution: 300dpi
- Color: 4/C, CMYK

### Ad Sizes

(Please circle the ad size of your choice)



FULL PAGE  
8.125w x 10.125h  
No Bleed -  
Ad can fill entire area



1/2 PAGE TALL  
4w x 10.125h  
No Bleed -  
Ad can fill entire area



1/2 PAGE WIDE  
8.125w x 5h  
No Bleed -  
Ad can fill entire area



1/4 PAGE  
4w x 5h  
No Bleed -  
Ad can fill entire area



1/8 PAGE  
4w x 2.4375h  
No Bleed -  
Ad can fill entire area

### Ad Rates

<input type="checkbox"/> Back Cover	5,000
<input type="checkbox"/> Inside Front Cover	4,000
<input type="checkbox"/> Inside Back Cover	3,000
<input type="checkbox"/> Full Page	3,000
<input type="checkbox"/> Half Page Tall	1,350
<input type="checkbox"/> Half Page Wide	1,350
<input type="checkbox"/> Quarter Page	750
<input type="checkbox"/> Eighth Page	400
<input type="checkbox"/> Early Bird Full Page	2,700
<input type="checkbox"/> Early Bird Half Page Tall	1,215
<input type="checkbox"/> Early Bird Half Page Wide	1,215
<input type="checkbox"/> Early Bird Quarter Page	675
<input type="checkbox"/> Early Bird Eighth Page	360
<input type="checkbox"/> Artist Early Bird Full Page*	1,030
<input type="checkbox"/> Artist Early Bird Half Page*	600
<input type="checkbox"/> Group Site Early Bird Full Page*	1,030

### Terms

ArtSpan reserves the right to assign advertising placement. ArtSpan is not responsible for misprints due to typographical errors, mislinked files or mislabeled files.

\* Artist rates available to Premier and Participating Artists. Artist agrees that any artists exhibiting at an Open Studios site are members, or the artist who purchased the ArtSpan member ad will be billed the lesser extent of all artist memberships due or the full price of a full page ad.

### Ad Submission Guidelines

- All ads must be paid in full and all material submitted by **June 15, 2008**.
- Early Bird ads must be paid in full by March 22, 2008
- Ads should be submitted on CD at 300dpi.
- Include all fonts and images.
- Color ads should be in CMYK format.
- Title ad submissions with business name.
- Include contact name and phone number on disk label.
- All ads must be submitted with a hardcopy proof.
- Ads that require correction will be billed to the purchaser at \$50/hour.

### Software Accepted

- **Quark Xpress** Include all linked art and fonts. Remove any colors not used (all extraneous colors for b/w ads). Do not save ad as Quark EPS file.
- **Adobe Illustrator** Include all fonts or convert all fonts to outlines. Include all linked art. Remove any colors not used (all extraneous colors for b/w ads). Save as Illustrator EPS file.
- **Adobe Photoshop** For color ads and art: save at 300dpi; CMYK: highlight 4c, 2m, 2y, 0k/shadow 80c, 70m, 90k. For 1/2 tone ads and art: save at 300dpi. For b/w ads and art: save as line art at 1200 dpi at final size. Do NOT use LZW compression. Note: For images within an ad, follow Photoshop specifications.

### Contact Information

Signature of Authorized Person		
Contact Name		
Contact Title		
Business/Organization		
Billing Address		
Billing City	Billing State	Billing Zip Code
Phone	Email	

### Payment Information

TOTAL AMOUNT \$ \_\_\_\_\_

- Check or Money Order enclosed, payable to "ArtSpan".
- I authorize ArtSpan to charge my credit card.  
 Visa  Mastercard

\_\_\_\_\_  
Name as it appears on card

\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Signature

- Distribution.** Please check here if you want to be a distribution point for the Guide.

**Complete and send this form with payment and accompanying materials by June 15, 2008 to:**

**ArtSpan, 934 Brannan Street, San Francisco, CA 94103**

### About SF Open Studios

SF Open Studios was founded in 1975 by a small group of enterprising artists who wanted to make artwork accessible to the public. Through this program, artists around San Francisco open their studios to the public for four consecutive weekends, beginning in October and culminating in November. The program gives both emerging and more established San Francisco artists the opportunity to invite the public into their workspaces, sell artwork, build mailing lists and gain exposure. SF Open Studios is also a unique and fun way for the public to meet artists, see where artwork is created, explore San Francisco's diverse neighborhoods and build collections.



### Why Advertise in The Guide

Advertising in the San Francisco Open Studios 2008 Guide is one of the most effective ways to reach the 55,400 people touring SF Open Studios during the month of October. Distributed around the Bay Area, the Guide functions as both a user-friendly guide to SF Open Studios and a year-round resource that serves art collectors, art dealers, restaurant owners, interior designers and other enthusiasts who want to contact artists directly. The magazine includes artwork and contact information for over 500 San Francisco artists, as well as articles on San Francisco's renowned art community.

ArtSpan distributes 35,000 copies of the Guide to coffee shops, hotels, museums, bookstores and many other retail and tourist spots throughout the Bay Area. Last year, the Guide was distributed to over 500 locations in San Francisco alone. SF Open Studios visitors peruse the photos of artists' work, the artists' map locations and keep the Guide as a memento and a reference. SF Open Studios is publicized through major media outlets, street banners and nine pages of ads in the SF Bay Guardian.

### Who Uses The Guide

Guides are distributed free of charge to the 55,400 people who tour artists' open studios over the three weekends in October and one weekend in November. These are the same people who seek places to dine, attend performances, visit day spas, take in a movie, and embark on distant travel (when they are not visiting artists' lofts and studios). Last year, this audience bought \$1.7 million worth of art directly from artists.

### Visitor Demographics

<b>Gender</b>	
Male	40%
Female	60%
<b>Age</b>	
18-25	6%
26-35	16%
36-45	24%
46-55	28%
56-65	20%
66+	6%
<b>Income</b>	
\$25K - 49,999K	16%
\$50K - 74,999K	12%
\$75K - 99,999K	16%
\$100K+	48%
<b>Education</b>	
High School Graduate	3.4%
Some College	6.8%
Bachelor's Degree	41.3%
Graduate Degree	48.2%
<b>Where They Purchased Art*</b>	
Galleries	63%
Directly from Artists	28%
Through Auctions	26%
In Coffee Shops, Restaurants	22%
From Dealers	17%
Online	10%

\*Many who responded purchased art in more than one location.

\*\*Information collected by Matthew Singer Consulting

### Questions

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