



Southern Art+Craft Trail

Event 2023



Art Trail Booklet Advertising Statistics and Prices 2023

Southern Art and Craft Trail A5 full colour brochure. Aprox. 50 printed pages

Circulation 15,000 (approximate amount distributed)

Readership 60,000 (the amount of different people likely to read the same brochure, estimated at 4 people brochure – a normal typical rate for a longer shelf-life item). Estimated 'active time' of readership is from distribution – about 4 months. Full shelf life of the Art Trail booklet is 12 months.

Geographic distribution area and Brochure sites (*likely to include but not limited to*):

Perth	Visitor Centres and Art Gallery WA
Busselton	Visitor Centre for Margaret River/Augusta
Dunsborough	Visitor Centre
Bridgetown	Visitor Centre
Nannup	Visitor Centre and artist venues
Manjimup	Visitor Centre and artist venues
Northcliffe	Visitor Centre and artist venues
Walpole	Visitor Centre and artist venues, caravan parks, gallery, and retail locations
Denmark	Visitor Centre and Library, Chamber of Commerce, Community Resource Centre and artist venues and caravan parks, cafes, restaurants, retail outlets, wineries, galleries, hotel/motels and B&Bs and holiday accommodation
Mount Barker	Visitor Centre and Library, same as Denmark
Frankland	Frankland River Community Resource Centre and artist venues
Cranbrook	Cranbrook Community Hub and artist venues
Kendenup	Gilbert Wines Café TBC
Kojonup	Gallery Aura, cafes, visitor centre and artist venues
Katanning	Visitor Centre and artist venues
Gnowangerup	Yougenup Centre (Visitor Centre) which is the artist's venue
Ongerup	Visitor Centre and artist venue
Hopetoun	Southern Wilderness Art - artist venue
Esperance	TBC
Albany	Same as Denmark outlets; Vancouver Arts Centre, Albany Town Hall
Torbay	Artist venues

Advertising Costs All ads in Full Colour. Prices do not include ads being provided by ASWA.

Full page	\$1040
2/3 page	\$808
1/3	\$520

Loadings **THESE are dedicated to major sponsors**

Back Page	Cost +100%
Inside covers	Cost +50%

Ads to be provided as per the spec sheet. Ads not meeting specifications will be rejected. Advertisers can utilize the services of Strikepoint design if required.

All enquiries to Anne Sparrow admin@artsouthwa.com.au

Southern Art and Craft Trail Booklet Booking Form

ArtSouthWA is preparing the Southern Art and Craft Trail Booklet for 2023. The Booklet is the primary promotion tool of the Art Trail which features all the exhibitions across the greater southern region of WA.

You are invited to place advertising in the Art Trail Booklet. If your Art Trail exhibition or retail business would benefit from promotion to the thousands of visitors who visit the Art Trail over the 16 days from 23 September to 8 October 2023 then this popular, focussed and widely distributed Booklet is the place to be.

Up to 15,000 copies of the professionally printed 50 page A5 Booklet are distributed throughout all tourism outlets, cafes and art centres in the southern region of WA and distributed in August 2023. It also appears on the ArtSouthWA website www.artsouthwa.com.au See the 2022 booklet on the Home page link.

Secure your Position! The Art and Craft Trail Booklet has limited space, so make sure you act on this opening of bookings quickly!

How you can be involved?

Art Trail exhibitors, ASWA Members and non-members can all access the advertising, with Exhibitors and members receiving a discount rate.

Processing your Advertisement and Listing

- You need to **complete this Booking Form** to book a space. Your form must be received by CoB **Friday 5th May 2023**. Send Booking Form to trail@artsouthwa.com.au
- You must **supply print ready advertising** artwork as a PDF by COB **Friday 5th May 2023**
Send Artwork to trail@artsouthwa.com.au
- If an advertiser cannot provide the print ready ad, or has provided one that is of inferior quality, then the booklet designers can correct their ad at the advertiser's cost. Advertisers will be contacted if this is the case. For assistance creating your ad, contact Strikepoint on info@strikepoint.com.au or 9892 2923.

Payment for advertisements

You will be invoiced by ArtSouthWA. Your booking will not be processed or your ad placed until your invoice is paid.

Position of Advertisement

Ads will be placed near pages containing similar geographical locations i.e. A Denmark Café would be placed in the Denmark section listing the Art Trail exhibitions.

Go here <https://artsouthwa.com.au/booklet/> to see the 2021 Art Trail Booklet

SPACES, REQUIREMENTS and COSTS

Ad sizes

Full page	148mm wide x 210mm high
2/3 page	138mm wide x 132mm high
1/3 page	138mm wide x 63mm high

- Artwork to be provided at correct size as a print ready 300dpi PDF (no bleed)
- Print ready artwork sent will not be sent back to the client for proofing unless there is a concern with quality.
- Ads being made up by Strikepoint will be managed by Strikepoint and the client direct. Strikepoint will invoice the client for their ad only (not the booking costs).

See below on the Booking Form for details of costs



Southern Art+Craft Trail

Event 2023

2023 Southern Art and Craft Trail Booklet

Booking Form

Name _____

Email _____

Mobile _____

Business / Art Trail Exhibition Name _____

Location /Town _____

Tick one applicable

- ☐ **A** 2023 Art Trail Exhibitor
- ☐ **B** 2023 ArtSouthWA member (not exhibiting)
- ☐ **C** Retail business/winery/Art Trail supporter etc. (Non-member)
- ☐ 2023 ArtSouthWA **Sponsor** (contact ASWA first for applicable discounts)

A ASWA Art Trail Exhibitor's rate

Tick the size required

- ☐ Full page \$835
- ☐ 2/3 page \$605
- ☐ 1/3 \$315

B ASWA Non- exhibiting Member's rate

Tick the size required

- ☐ Full page \$995
- ☐ 2/3 page \$710
- ☐ 1/3 \$420

C Non - Member rate

Tick the size required

- ☐ Full page \$1040
- ☐ 2/3 page \$810
- ☐ 1/3 \$520

NB Outside and inside covers have already been allocated. 1/4, 1/2, 3/4 page sizes are not available.

Total Value of Booking \$ _____

Completed Booking Form

Required by CoB Friday 5th May 2023.

Complete, scan and email the form to: Anne Sparrow trail@artsouthwa.com.au

Completed print ready Ad

Required by CoB Friday 5th May 2023

Send as PDF to: Anne Sparrow trail@artsouthwa.com.au

Further enquiries to:

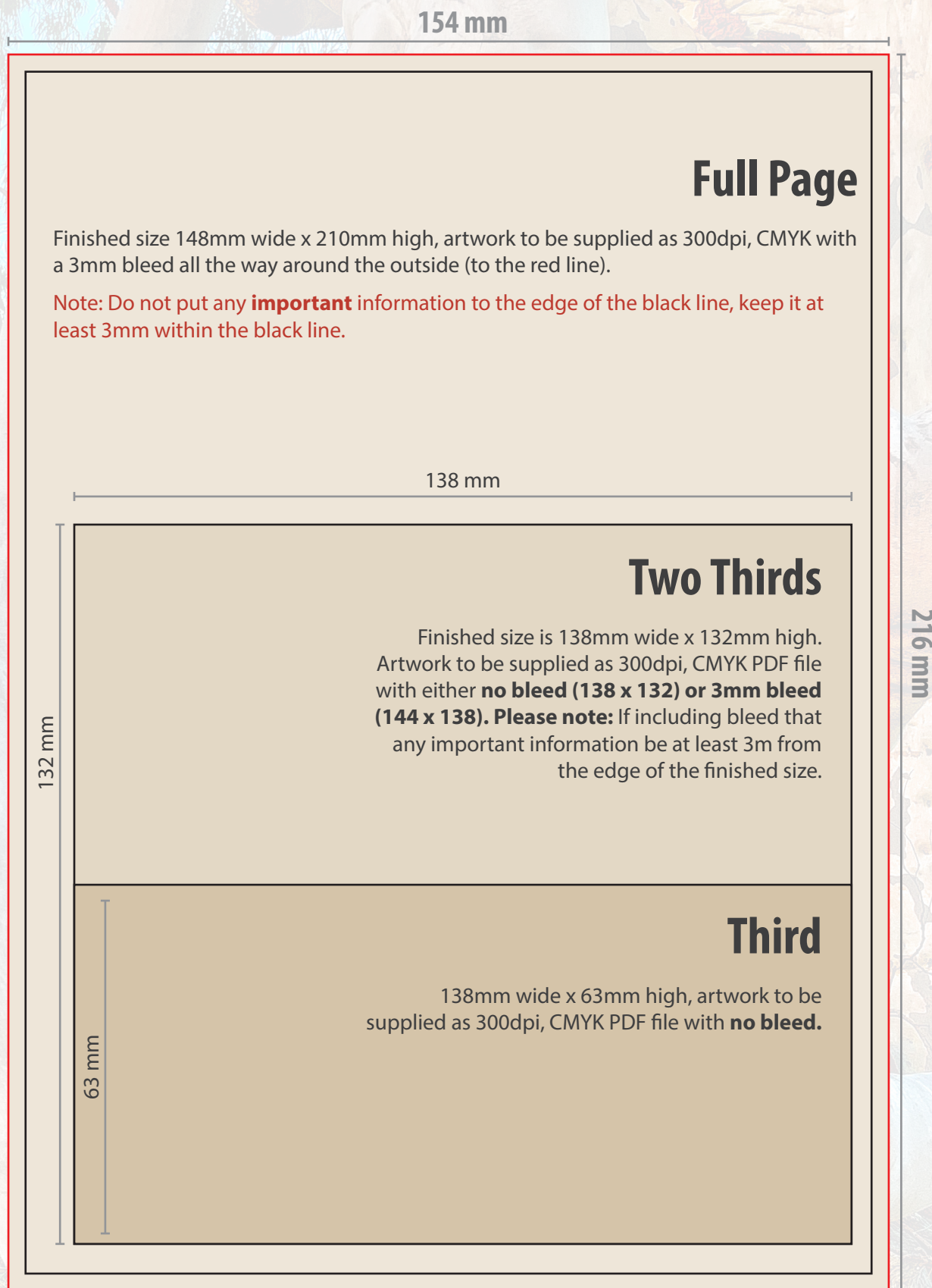
Anne Sparrow admin@artsouthwa.com.au

All adverts will be in colour. Preferred format is print ready PDF supplied as high resolution 300dpi and in CMYK colour.

Minimum charge is \$60 + GST. Layout charges by Strike Point are \$110 + GST per hour and cost will depend on the size and complexity of the advertisement.



Print sizes as shown below.



Artwork and Design

Rachael or Penny at Strike Point 98 922 923
graphics@strikepoint.com.au

Strike Point
graphic design and printing



Contact