



# Easter Arts Festival Booklet Advertising Booking Form

ArtSouthWA is preparing the Easter Arts Festival Booklet for 2025. The Booklet is the primary promotion tool of the Art Festival which features all the participating exhibitions and events across the greater southern region of WA.

You are invited to place advertising in the Easter Arts Festival Booklet. If your Arts Festival exhibition or retail business would benefit from promotion to the thousands of visitors who visit the Arts Festival over the 9 days from 12 April to 20 April 2025 then this free and widely distributed booklet is the place to be.

Up to 10,000 copies of the professionally printed A5 Booklet are distributed throughout all tourism outlets, cafes and art centres in the southern region of WA. The booklets will be distributed in March and April 2025. The booklet will also appear on the ArtSouthWA website [www.artsouthwa.com.au](http://www.artsouthwa.com.au) An example is the 2024 Southern Art & Craft Trail booklet on the Home page link.

**Secure your Position!** The Easter Arts Festival booklet has limited space, so make sure you act quickly.

## How you can be involved?

Easter Arts Festival 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 28<sup>th</sup> February 2025**. Send Booking Form to [trail@artsouthwa.com.au](mailto:trail@artsouthwa.com.au)
- You must **supply print ready advertising** artwork as a PDF by CoB **Friday 28th February 2025**  
Send Artwork to [trail@artsouthwa.com.au](mailto: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.

## 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 Festival exhibitions.

## 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.
- Included is an optional social media post of your ad on ArtSouthWA Facebook and Instagram. Ad will need to be supplied to ArtSouthWA at [trail@artsouthwa.com.au](mailto:trail@artsouthwa.com.au)

*See below on the Booking Form for details of costs*



## 2025 Easter Arts Festival Booklet Advertising Booking Form

Name \_\_\_\_\_

Email \_\_\_\_\_

Mobile \_\_\_\_\_

Business / Arts Festival Exhibition or Event Name \_\_\_\_\_

Location /Town \_\_\_\_\_

*Tick one applicable*

- A** 2025 Easter Arts Festival Exhibitor
- B** 2025 ArtSouthWA member (not exhibiting)
- C** Retail business/winery/Art Festival supporter etc. (Non-member)
- D** 2025 Easter Arts Festival **Sponsor** (contact ASWA first for applicable discounts)

**A ASWA Easter Arts Festival Exhibitor's rate** *Tick the size required*

- Full page \$898
- 2/3 page \$650
- 1/3 \$340

**B ASWA Non- exhibiting Member's rate** *Tick the size required*

- Full page \$1070
- 2/3 page \$763
- 1/3 \$450

**C Non - Member rate** *Tick the size required*

- Full page \$1118
- 2/3 page \$870
- 1/3page \$560

**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 28<sup>th</sup> February 2025**  
Complete, scan and email the form to: Anne Sparrow [trail@artsouthwa.com.au](mailto:trail@artsouthwa.com.au)

**Completed print ready Ad** **Required by CoB Friday 28<sup>th</sup> February 2025**  
Send as PDF to: Anne Sparrow [trail@artsouthwa.com.au](mailto:trail@artsouthwa.com.au)

**Further enquiries to:** Anne Sparrow [admin@artsouthwa.com.au](mailto:admin@artsouthwa.com.au)