

Southern Art and Craft Trail Booklet Advertising Booking Form

ArtSouthWA is preparing the Southern Art and Craft Trail Booklet for 2025. 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 27 September to 12 October 2025 then this popular, free 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. The booklets will be distributed in August 2025. The booklet also appears on the ArtSouthWA website www.artsouthwa.com.au See the 2024 booklet on the Home page link.

Secure your Position! The Art and Craft Trail Booklet has limited space, so make sure you act 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 **Friday 2nd May 2025**. Send Booking Form to trail@artsouthwa.com.au
- You must **supply print ready advertising** artwork as a PDF by COB **Friday 2nd May 2025**
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 2024 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).
- 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

See below on the Booking Form for details of costs



Southern Art + Craft Trail

Event 2025

2025 Southern Art and Craft Trail Booklet

Booking Form

Name _____

Email _____

Mobile _____

Business / Art Trail Exhibition Name _____

Location /Town _____

Tick one applicable

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

A ASWA Art Trail 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
- ☐ 1/3 \$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 2nd May 2025

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

Completed print ready Ad

Required by CoB Friday 2nd May 2025 Send as PDF to:

Anne Sparrow trail@artsouthwa.com.au

Further enquiries to:

Anne Sparrow admin@artsouthwa.com.au