

## Southern Art + Craft Trail Booklet Advertising Booking Form

ArtSouthWA is preparing the Southern Art + Craft Trail Booklet for 2026. The Booklet is the primary promotional 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 attend the Art Trail over the 16 days from 26th September to 11th October 2026 then this popular, free and widely distributed Booklet is the place to be.

20,000 copies of the professionally printed 50-page A5 Booklet are distributed throughout tourism outlets, cafes and art centres in the southern region of WA. The booklets will be distributed in August 2026.

The booklet also appears on the ArtSouthWA website [www.artsouthwa.com.au](http://www.artsouthwa.com.au) See the [2025 booklet](#) on the Home page link.

**Secure your Position!** The Art 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 discounted rate.

### Processing your Advertisement and Listing

- You need to **complete this Booking Form** to book a space. Your form must be received by **Friday 22nd May 2026**. 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 22nd May 2026**. 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. For assistance creating your ad, we suggest contacting Synergy Graphics on [admin@synergygraphics.com.au](mailto:admin@synergygraphics.com.au) or 0439 936 514

### 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. Go here <https://artsouthwa.com.au/booklet/> to see the 2025 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 Synergy Graphics will be managed by Synergy Graphics and the client direct. Synergy Graphics 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 pages. 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



# Southern Art + Craft Trail

## Event 2026

### Southern Art and Craft Trail Booklet Advertising Booking Form

Name \_\_\_\_\_

Email \_\_\_\_\_

Mobile \_\_\_\_\_

Business / Art Trail Exhibition Name \_\_\_\_\_

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

*Tick one applicable*

- A** 2026 Art Trail Exhibitor
- B** 2026 ArtSouthWA member (not exhibiting)
- C** Retail business/winery/Art Trail supporter etc. (Non-member)
- 2026 ArtSouthWA **Sponsor** (contact ASWA first for applicable discounts)

**A ASWA Art Trail Exhibitor's rate** *Tick the size required*

- Full page \$988
- 2/3 page \$715
- 1/3 \$374

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

- Full page \$1177
- 2/3 page \$839
- 1/3 \$495

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

- Full page \$1230
- 2/3 page \$957
- 1/3 \$616

**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 22nd May 2026**  
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 22nd May 2026**  
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)