Easter Arts Festival Booklet
Advertising Booking Form

ArtSouthWA is preparing the Easter Art Festival Booklet. 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 Art Festival Booklet. If your Art Festival exhibition or retail business would benefit from promotion to the thousands of visitors who visit the Art Festival over the 31 days from 26 March to 26 April 2027 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 late February, March and April.
The booklet will also appear on the ArtSouthWA website www.artsouthwa.com.au An example is the 2026 Southern Art & Craft Trail booklet on the Home page link.

Secure your Position! The Easter Art Festival booklet has limited space, so make sure you act quickly. The good news is prices remain the same as 2026.

How you can be involved?
Art Festival participants, 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 23rd January 2027.** Send Booking Form to trail@artsouthwa.com.au

- You must **supply print ready advertising** artwork as a PDF by CoB **Friday 23rd January 2027.** 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.

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

See below on the Booking Form for details of costs

2027 Easter Art Festival Booklet Advertising Booking Form

Name _____

Email _____

Mobile _____

Business / Art Festival Exhibition or Event Name _____

Location /Town _____

Tick one applicable

- ❑ **A** 2027 Easter Art Festival Exhibitor
- ❑ **B** 2027 ArtSouthWA member (not exhibiting)
- ❑ **C** Retail business/winery/Art Festival event holder etc. (Non-member)
- ❑ **D** 2027 Easter Art Festival **Sponsor** (contact ASWA first for applicable discounts)

A ASWA Easter Art 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. ¼, ½, ¾ page sizes are not available.

Total Value of Booking **$_____**

Completed Booking Form **Required** by **Friday** CoB **23rd January 2027.**
Complete, scan and email the form to: Anne Sparrow trail@artsouthwa.com.au

Completed print ready Ad **Required** by CoB **Friday 23rd January 2027.**
Send as PDF to: Anne Sparrow trail@artsouthwa.com.au

Further enquiries to: Anne Sparrow admin@artsouthwa.com.au