

SOUTH EAST OPEN STUDIOS 2010

Advertising Information for Guide & Website



2010 GUIDE

30,000 free copies of the SEOS Guide are distributed throughout Kent and East Sussex. It is a beautifully produced A5 full colour booklet forming a comprehensive directory of artists and craftspeople in the region. From mid May it is available from many outlets including libraries, tourist information centres, town halls, colleges and galleries. It is sought after and collected by art and craft buyers, visitors and artists. Many copies are kept for reference long after the SEOS event in June. It is also available in PDF format from our website.

WEBSITE

Our website www.seos-art.org is regularly used by over 250 members and many thousands of visitors. If you have an art or craft related business or service, you can advertise and reach the creative community and art buyers throughout Kent and East Sussex. Our website ads are full banner size and appear on all main and many secondary pages. They are linked to your website and can be fully animated.

TIMING

GUIDE ADVERTISING MUST BE BOOKED BY 14th February 2010 (Artwork for ad by early March)

You will be sent a proof for your approval. At the same time we will send you an invoice, which will be for immediate payment to ensure your entry into the Guide.

Guides will be distributed by mid-May, when your copies will be sent to you as follows:

Full page 30 copies, **half page** 20 copies, **double box** 15 copies, **single box** 10 copies.

Website advertising is available throughout the year- no specific deadline.

You will be given a web address to view your advertisement online. When approved, it will go live and an invoice will be sent to you. Immediate payment is required for continued advertising.

The next SEOS event takes place Friday 4th to Sunday 20th June 2010.

RATES FOR GUIDE

Full page , 4 colour, A5 landscape (210 x 147mm) (Design costs if required £60)	£575
Half page , 4 colour, A6 portrait (93 x 132mm) (Design costs if required £60)	£290
Double box , 93 x 87mm landscape (Design costs if required up to £50)	£200
Single box , 93 x 40mm landscape (Design costs if required up to £50)	£100

Guide advertising needs to be booked by - 14th Feb

RATES FOR WEBSITE www.seos-art.org

12 months (or part) Including design and animation	£90
12 months (or part) When you supply your own advertisement	£40
12 months (or part) Renewal fee for an existing website advertisement	£40

£15 discount available for guide advertisers
(£90 website advertisers only).

TECHNICAL SPECIFICATIONS

GUIDE

Artwork for your advertisement should be in CMYK and supplied as a high res pdf with all type saved to outline. If producing a pdf is not possible, jpg's or tiff's are acceptable as long as they are a minimum of 300 dpi.

Artwork can be sent on disk with the completed order form or emailed to guide@seos-art.org (only files under 5MB)

WEBSITE

Please send your logo and the text you wish to be displayed on a CD or by email attachment. If possible, please supply a copy of a printed advertisement as an example. We will do our best to maintain the style but cannot guarantee the use of particular typefaces.

Acceptable file types for your logo are Jpeg, Tiff, Photoshop (psd) or Illustrator (ai) and must be at least 72dpi. It must be at or above the size it is to appear on screen at 100% enlargement. Text should be in Microsoft Word or PDF file format. Email attachments should be sent to: webads@seos-art.org

Your ad will then be prepared for our website and may be viewed online before going live. The minimum advertising period is two months but you must supply your own banner ad to the specifications below.

Completed banner ads supplied to us must be in Gif, Jpg or Flash file format at 72dpi and 468 pixels wide by 60 pixels high. The file size should not exceed 20k. We reserve the right to refuse advertisements that are considered to be unsuitable for the SEOS website.

SOUTH EAST OPEN STUDIOS 2010

Advertising Order Form



Please refer to our advertising information sheet for specifications and guide deadline.

Name: _____

Business _____

Contact address: _____

Tel: _____ Mob: _____

Email: _____

Preferred contact method _____ between _____ and _____

Website address: _____

GUIDE ADVERTISING

Please tick

Full page , 4 colour A5 landscape (210 x 147mm) (Design costs if required £60)	£575	<input type="checkbox"/>
Half page , 4 colour A6 portrait (93 x 132mm) (Design costs if required £60)	£290	<input type="checkbox"/>
Double box , 93 x 87mm landscape (Design costs if required up to £50)	£200	<input type="checkbox"/>
Single box , 93 x 40mm landscape (Design costs if required up to £50)	£100	<input type="checkbox"/>

We wish to use our own artwork (enclosed)	Yes	No
We wish SEOS to design our advertisement	Yes	No

Please post this form with artwork/CD to:
**SEOS Guide Editor, The White House, Dixter Road,
Northiam, Rye, East Sussex TN31 6PF**

Please enclose an SAE with the correct postage if you wish your artwork/CD to be returned.

Digital artwork for Guide ads (max. 5Mb) can be sent by email to guide@seos-art.org

Logos etc for website ads (max. 5Mb) can be sent by email to webads@seos-art.org

**GUIDE ADVERTISING MUST BE BOOKED BY
19th February 2010** (Artwork for ad by early March)

WEBSITE ADVERTISING

Please tick

12 months (or part) Including design and animation	£90	<input type="checkbox"/>
12 months (or part) When you supply your own advertisement	£40	<input type="checkbox"/>
12 months (or part) Renewal fee for an existing website advertisement	£40	<input type="checkbox"/>

Signed _____

Date _____

FOR SEOS USE ONLY

Members Name: _____

Guide number (if known): _____

Tel: _____

Email: _____

Address: _____
