

South East Open Studios – The 2012 Guide



Dear **Friend**

Established in 1996, South East Open Studios exists to encourage public interest in the visual arts and crafts by enabling visitors to meet artists and craftspeople in their workplace, experiencing the creative process at first hand.

Between the 1st and 17th June 2012, our Members will open their studios across Kent and East Sussex, enabling visitors to discover where, how and why work is produced. Last year 312 artists and craftspeople took part, promoted by a targeted media campaign.

Our Guide provides a comprehensive directory created by and for local artists, craftspeople, galleries, suppliers and educational institutions. 31,000 free pocket-size copies will be available in May 2012 via Tourist Information Centres, Galleries, Libraries and Colleges across the region.

Art buyers and collectors receive their copy by direct mail through our Friends scheme. The Guide is kept in circulation for reference throughout the year and is available as a download from www.seos-art.org

In 2012 the Guide has been given a fresh new look, in a portrait pocket-sized format, with rates to match:

	Size mm	Cost
Inside Front Cover and Outside Back Cover, 4 colour, Portrait	120 x 175	£450
Full Page, 4 colour, Portrait	120 x 175	£400
Half Page, 4 colour, Landscape	120 x 84	£200
Quarter Page, 4 colour, Portrait	56 x 84	£100

Payment is required with your Order Form. If you need a proforma invoice then please let me know. Your advertisement space will be confirmed when we receive your cheque.

Artwork for your advertisement must fit with our technical specification. We require a high resolution PDF with all type saved to outline. If you are unable to supply a PDF, then JPEGs or TIFFs are acceptable as long as they are a minimum of 300dpi. Artwork under 5MB can be emailed to advertising@seos-art.org; larger files must be supplied on disk.

If you need help with your artwork we offer a graphic design service from £50 – £70 depending on the size required. Please email advertising@seos-art.org for a quote.

Kind regards

Anna Wilson-Patterson

Anna Wilson-Patterson, Advertising Officer