

So many advertising options...

but only one supports THE center for visual arts in Door County!

The 2010 Door County Plein Air Festival

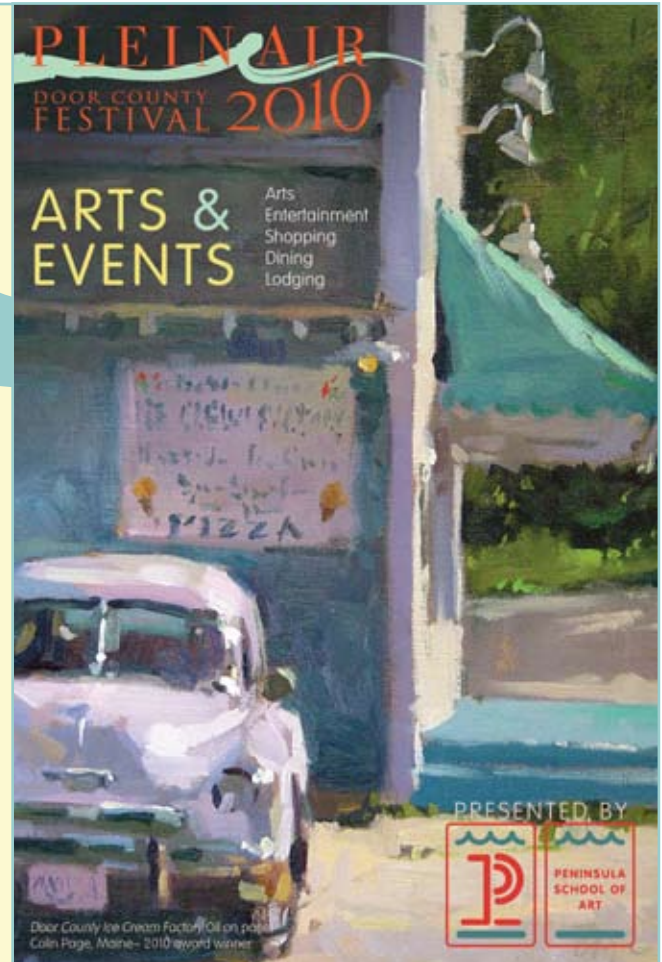
ARTS & EVENTS GUIDE

Presented by Peninsula School of Art

Our full-color, glossy Arts & Events Guide contains everything a potential visitor would need to know before arriving, including where to shop and dine, what to do and where to stay.

The Arts & Events Guide is a Door County visitor's dream, with easy to understand **maps** that mark the location of your business, **event listings** to keep entertained well into the fall season, and **simple color coded sections** for visitors to find the information they need quickly and easily.

And, best of all, your advertising dollars support the Peninsula School of Art, and the largest plein air festival in the midwest.



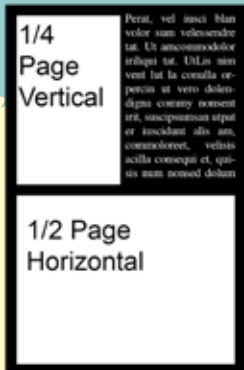
2010 Door County Plein Air Festival

Arts & Events Guide

- 20,000 full-color guides, with maps, entertainment, lodging, shopping & dining
- Delivered FREE to all mailboxes in Northern Door
- Mailed to over 1,500 previous event attendees outside Door County
- Distributed FREE throughout Door County to over 250 locations, including hotels, resorts, the Door County Visitor Bureau and town information centers
- Contracted for professional distribution from May 1 through September 31
- Spring distribution to over 30 Wisconsin museums, art centers and art festivals

Peninsula School of Art

- A not-for-profit 501C(3) organization offering year-round exhibitions, free and open to the public
- Drawing over 2,000 visiting students annually, for 3- to 5-day stays at local motels and spending at local businesses
- Offers free educational programs for local schools and families
- Operating for over 45 years, thanks to support from local businesses and donors



SINGLE ADS – FULL COLOR

Ad dimensions are given in inches, width x height

- 1/4 page vertical (2.625" w x 4.125" h)
- 1/2 page horizontal (5.5" w x 4.125" h)
- 1/2 page vertical (2.625" w x 8.5" h)
- Full page with bleed (6.5" w x 9.5" h)
- Inside Back Cover with bleed (6.5" w x 9.5" h)

Rate if paid by Feb. 10	Rate after Feb. 10
\$195	\$220
\$295	\$320
\$295	\$320
\$550	\$575
\$675	\$700

If you need help designing your ad, we will offer that service for an hourly fee of \$35, and one proof will be made available for corrections and changes. Additional proofs, corrections or changes will be subject to additional charges. Ads that are not 'press ready' will incur this fee based on time necessary to prepare.

SPACE RESERVATION AND PAYMENT DUE: FEBRUARY 10, 2009
AD MATERIALS DUE: MARCH 1, 2009

SPECIFICATIONS

Submit advertising in digital format via email or CD. Acceptable digital formats include high resolution JPEG, PDF or TIFF files. For technical questions, please e-mail Cinnamon Rossman at events@peninsulaartschool.com or call 920.868.3455.

Full Page Ads: Designed to bleed off the page, ads should be designed with 1/4" (.25") extra on all sides past trim line. Images should be sized to 6.5" x 9.5", with text no larger than 5.5" x 8.5". Border lines are not encouraged for full page ads.

All other ads: All text should be at least 1/8" (.125") from the edge of your ad.

