

February 1, 2010



Sierra Art Trails
PO Box 3045
Oakhurst, CA 93644
www.sierraarttrails.org

Sierra Art Trails 2010

Yosemite Foothills Open Studio Tour October 2nd and 3rd 2010

Catalog Advertising Rates

Support the arts and your community by advertising in the Sierra Art Trails Catalog! This full color catalog and directory is a showcase for the visual arts, featuring works and contact information for all participating Sierra Art Trails artists and artisans.

The catalog is an excellent marketing opportunity, offering much more than a one time throw-away ad. The catalog is an important reference guide that buyers keep, making it an excellent vehicle for repeat exposures to your business. Not only will your ad be seen by the general public, it will be seen by businesses, community organizations, and other publications, further increasing your expose beyond those who purchase the catalog.

Join us on the World Wide Web! Sierra Art Trails will provide a free hyperlink from the Sierra Art Trails website to all catalog advertisers with a website.

Quarter page - \$90.00
Half Page - \$175.00
Full Page - \$300.00
Inside Front and Back Cover – \$400.00
Back Cover - \$600.00

Completed ads must be received by June 1, 2010. 50% of payment is due when your ad is placed, and 50% on or before June 1, 2010. Advertisers must provide print-ready hard copy or digital versions of the ad. A detailed specification sheet will be provided to advertisers when their ad is placed.

Advertisers are encouraged to create ads that celebrate the arts! Our catalog team will be happy to make suggestions for your advertisement that will fit the context of the event. If you have questions or wish to reserve your advertising space, please contact:

Stellar Gallery at 559-658-8844 email: admin@sierraarttrails.org

Checks should be made out to "Sierra Art Trails". Payment and advertising materials can be hand delivered to: Stellar Gallery at 40982 Hwy 41, Suite 1 in Oakhurst, or mailed to: Sierra Art Trails, PO Box 3045, Oakhurst, CA 93644

Sincerely, Jon Bock and the Sierra Art Trails Planning Committee