



Sierra Art Trails  
PO Box 3045  
Oakhurst, CA 93644  
[www.sierraarttrails.org](http://www.sierraarttrails.org)

## Sierra Art Trails 2012 - **Catalog Advertising**

*10<sup>th</sup> Annual* - Yosemite Foothills Open Studio Tour  
Friday, Saturday & Sunday October 5<sup>th</sup> through 7<sup>th</sup> 2012

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. It is also a useful resource year round, providing information on the businesses, events, and non-profit organizations that make up our thriving community.

For our advertiser, the catalog is an excellent marketing opportunity, offering much more than a one time throw-away ad. It 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 exposure beyond those who purchase the catalog.

Join us on the World Wide Web! Upon request, 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 or Inside Back Cover – \$400.00 - SOLD

Back Cover - \$600.00 - SOLD

Payment is due 30 days after your ad is placed. Completed ads must be received by June 1, 2012.

**Advertisers must provide print-ready digital versions of their ad.** A detailed specification sheet is provided on the reverse side of this document. 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 need a graphic designer to help you put together your ad, we recommend contacting Gloria Garland. Gloria offers professional service at very reasonable rates. Telephone 559-683-4434 Email [g2@sti.net](mailto:g2@sti.net)

To reserve your advertising space, please contact Sierra Art Trails:

Phone: 559-658-8844 email: [admin@sierraarttrails.org](mailto: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