

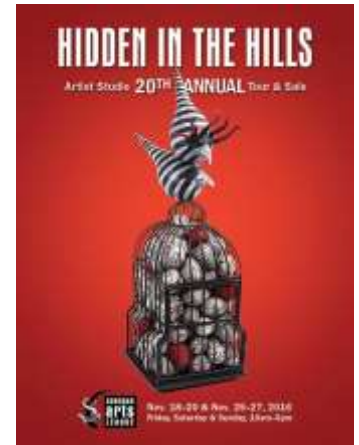


2017 HITH ADVERTISING HIGHLIGHTS

21st Annual Hidden In The Hills Artist Studio Tour and Sale

Nov. 17-19 and Nov. 24-26, 2017

- **HITH reaches over 45,000** visitors
- **Over 105,000** HITH Maps and **9,000** HITH Directories distributed
- **Over 12,000** unique website hits: Artist Directory and Map advertisers remain searchable on the League website until the next **HITH** Directory
- Logos and hyperlinks to company websites available for major sponsors
- **The** largest, most prestigious, most widely advertised art event in the Valley and Arizona



EVENT Mission: To provide an opportunity for the public to visit the workspaces of dedicated artists in the Sonoran Foothills, to learn about the artists' methodology and process and to purchase directly from them in a friendly, engaging atmosphere that showcased quality art.

Held annually on the weekends before and after Thanksgiving, the Hidden in The Hills Studio Tour & Sale is the Sonoran Arts League's signature event.

The scenic Sonoran Desert Foothills of Cave Creek, Carefree and North Scottsdale are home to the largest and longest running six-day tour in Arizona.

November 17-19 & 24-26, 2017
FREE ADMISSION
10:00 a.m. to 5:00 p.m.
Six days over two weekends

Sonoran Arts League, PO Box 1689, Cave Creek, AZ 85327 LOCATION: 7100 E. Cave Creek Rd, #144 Cave Creek, AZ 85331
 PHONE: 480-575-6624 EMAIL: info@sonoranartsleague.org WEBSITE: www.sonoranartsleague.org



2017 COMMERCIAL ADVERTISING CONTRACT

21st Annual Hidden In The Hills Studio Artist Tour & Sale

Company _____

Name (print) _____

Signature _____ Date _____

Mailing Address _____

City _____ State _____ Zip _____ Phone _____

Fax _____ E-mail _____

Ad Agency/Graphic Designer _____ Phone _____

Ad Agency/Graphic Designer Primary Contact Name (print) _____

Premier Placement Options:

Inside Front Cover...\$1,225

Page One...\$1,225

Inside Back Cover...\$1,225

Back Inside Page...\$1,225

FULL Page Color...\$1,075 (includes business logo & hyperlink on Sonoran Arts League website)

HALF Page Color...\$725 (including business logo & hyperlink on Sonoran Arts League website)

QUARTER Page Color...\$500

Business Card Size...\$150 (3.75" w x 1.925" h): (ten per page)

DUE JUNE 19, 2017: PAYMENT and COMPLETED DIRECTORY AD

Payment: Check (payable to: Sonoran Arts League) VISA MasterCard

Credit Card # _____ Exp. Date _____ CVV _____

Name as it appears on cc (print) _____

CC Billing address: _____ City _____ Zip _____

Signature _____ Date _____

**Return form & payment to: Sonoran Arts League, PO Box 1689, Cave Creek, AZ 85327
pat@sonoranartsleague.org**



2017 COMMERCIAL ADVERTISING & SPECS

FONTS

- Fonts are required to be embedded in the file supplied.
- Please note that if fonts are not embedded substitution may occur.
- We are not responsible if font substitution occurs from fonts not being embedded.
- Note: No font corrections or modifications can be made to PDF or postscript files.



PHOTOGRAPHY AND GRAPHICS

- All photos and/or illustrations MUST be photographed at 300 dpi or higher at 100% of the size used in your advertisement.
- **IMPORTANT NOTE:** A low resolution (below 300 dpi) photo cannot be successfully upsized to 300 dpi. An upsized photo of this type will not be accepted.
- NOTE: Digital cameras take RGB photos and these photos must be converted to CMYK prior to supplying your advertisement.

AD SIZES

- For your convenience we have provided PDF templates for each ad size.
- Please refer to the Ad Sizes page to select the appropriate template.

AD SUBMISSION

- All ad files should be named as follows: organization name and date.

AD PROOFING

- You are responsible for checking the ad for content and accuracy.
- It is recommended that you proof your own ad prior to submitting to ensure accuracy.
- All ads submitted will be available for proofing prior to final printing in September.



NEED HELP PREPARING YOUR AD?

- If you do not have a resource, visit www.sonoranartsleague.org; click Resources and Art-Related Professional Services to find a listing of graphic designers.

GENERAL

- You assume complete liability for all content of advertisements printed and also assume all liability for any claims arising against the publisher.

The Sonoran Arts League reserves the right to refuse any advertising on the grounds of content and/or quality. No advertisements that promote open studios, art tours or private arts sales that are going to be held during the 2017 Hidden In The Hills Event will be accepted.



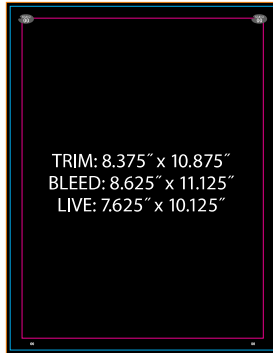
Please see the attached Advertisement Specs.

**Thank you from the Sonoran Arts League
480-575-6624
pat@sonoranartsleague.org**

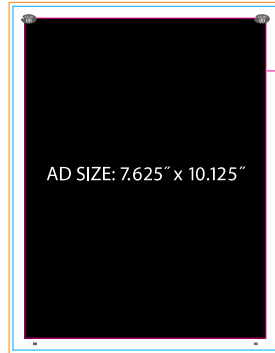
Ad Sizes (width x height):

Double Page with Bleed	TRIM: 16.75" x 10.875"	BLEED: 17" x 11.125"	LIVE AREA: 16" x 10.125"
Double Page without Bleed	AD SIZE: 16" x 10.125"		
Full Page with Bleed	TRIM: 8.375" x 10.875"	BLEED: 8.625" x 11.125"	LIVE AREA: 7.625" x 10.125"
Full Page without Bleed	AD SIZE: 7.625" x 10.125"		
Half Page Vertical	AD SIZE: 3.71" x 10.125"		
Half Page Horizontal	AD SIZE: 7.625" x 4.96"		
Quarter Page	AD SIZE: 3.71" x 4.96"		
Business Card Size	AD SIZE: 3.75" x 1.925"		

Full Page with Bleed



Full Page without Bleed

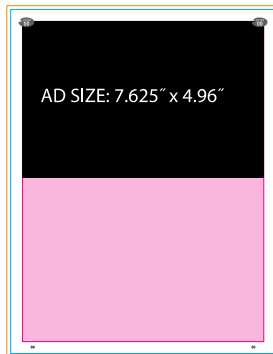


Trim: 8.375" x 10.875"
 Bleed: 8.625" x 11.125"
 Live Area: 7.625" x 10.125"

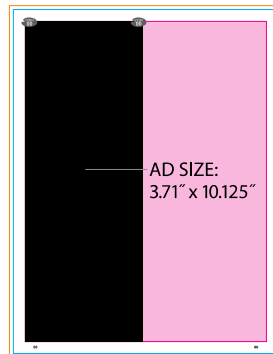
Full Page Size: 8.375" x 10.875"
 Double Page Size: 16.75" x 10.875"
 Page Margins: .375" all four sides.

- All critical information needs to be within "LIVE AREA"
- Keep upper left and right area clear for studio number.
- Keep lower left and right area clear for page number.
- Do not use bleed or registration marks.

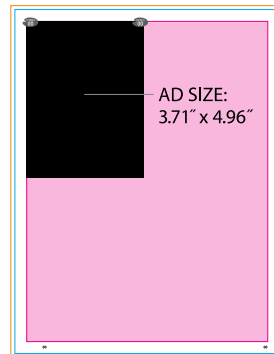
Half Page Horizontal



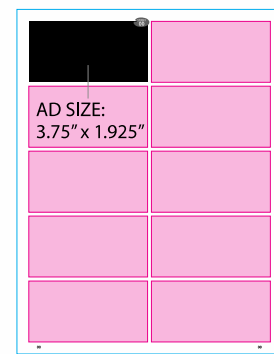
Half Page Vertical



Quarter Page

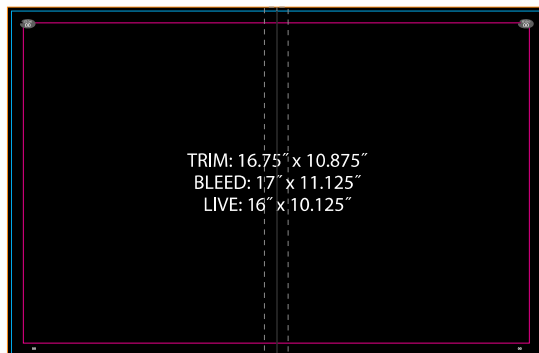


Business Card Size



Double Page with Bleed

(Allow .75" space in the middle for non critical information.)



Double Page without Bleed

(Allow .75" space in the middle for non critical information.)

