



Hidden In The Hills
Studio Tour & Sale

**2017 HITH DIRECTORY ARTIST
AD SPACE RESERVATION FORM
DUE MAY 5, 2017**

Mailing address: PO Box 1689, Cave Creek, AZ 85327
Location: 7100 E. Cave Creek Rd, #144 Cave Creek, AZ 85331
480-575-6624 www.sonoranartsleague.org info@sonoranartsleague.org

ACT NOW TO RESERVE YOUR AD SPACE

All Sonoran Arts League members are welcome to place an advertisement in the 2017 Hidden In The Hills Artist Directory.

Members participating in HITH will use the attached ad contract.

Members not participating in HITH will use the commercial ad contract.

ALL MEMBERS PLEASE NOTE: The following commercial ad pages: Inside Front Cover; Page One; Inside Last Page; Inside Back Cover are subject to availability and are being offered only to business/sponsor clients.

Our HITH Artist Directory is a collector's art book and is a resounding success each year. Compliments pour in from every patron who receives it. It has, in fact, become a great reference guide. From a marketing stand point it is kept long after the event.

Considering the high rate of retention, sharing, and the fact that we'll have broader distribution of the directory this year, you will want to act promptly to reserve your space now, while it is still available. At one fourth the cost of similar print media, this is an excellent opportunity.

Members participating in HITH: Please complete and submit the attached contract even if you have not finalized your exact ad layout. For those artists that combine resources to pay for ads, the Host Studio will be responsible for collecting and submitting payment in full to the League Office.

DEADLINE to submit this form: **May 5, 2017**

DEADLINE for Digital Ready Ads & Payment: **June 19, 2017**

QUESTIONS? Via email to info@sonoranartsleague.org or call 480-575-6624



2017 HITH ARTIST DIRECTORY AD SPACE RESERVATION FORM Due MAY 5, 2017

HITH Directory Advertising Contract for Participating Artists

Name of Participating Artist (print) _____

Local Mailing Address (print) _____

City (print) _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

HOST STUDIO NAME: _____

Please check the ad space you would like to reserve

- checkbox \$150.....Color Business Card Size (10 per page)
checkbox \$300.....Color Quarter Page
checkbox \$420.....Color Half Page
checkbox \$660.....Color Full Page
checkbox \$1,100...Color Two Page

Payment Terms: Net due June 19, 2017. If not paid, ad will be dropped.

Payment: checkbox check (payable to Sonoran Arts League) checkbox VISA checkbox MasterCard

Credit Card # _____ Exp. Date _____ Security code _____

Name as it appears on cc (print) _____

Billing address: _____

City _____ State _____ Zip _____

Signature _____ Date _____

FILE FORMATS

- We accept the following file formats: EPS, TIFF, PDF (preferred).
- Make sure all colors are converted to CMYK.
- No RGB or Spot colors.
- All fonts need to be embedded or outlined (break to curves).
- JPEG files cannot be used as final art.
- **All final ads MUST be at 300 dpi resolution.**

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.
- **Please note (as shown on the Ad Sizes page) that you must keep the upper left and right clear for studio numbers as well as the bottom left and right area clear for page numbers.**

AD SUBMISSION

- **All ad files should be named as follows: art studio 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 at the IMPORTANT MEETING for all participants on September 9 at Sonoran Arts League at Stagecoach Village.

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.
- Have your ad almost ready, but need help getting it converted from RGB to CMYK? Contact League office for more details – fees may apply.

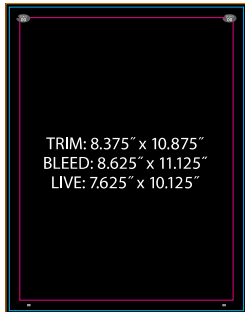
GENERAL

- 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 art sales that are going to be held during the 2017 Hidden In The Hills Event will be accepted.**

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

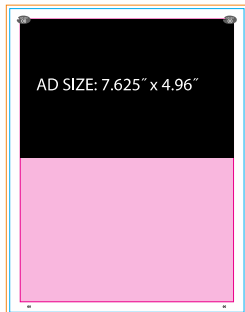


Trim: 8.375" x 10.875"
 Bleed: 8.625" x 11.125"
 Live Area: 7.625" x 10.125"

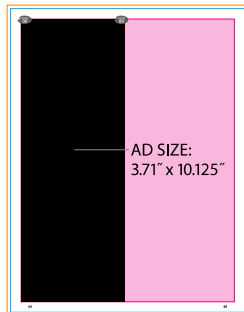
Full Page Size: 8.375" x 10.875"
 Double Page Size: 16.75" x 10.875"
 Page Margins: .375" all four sides.

- 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.

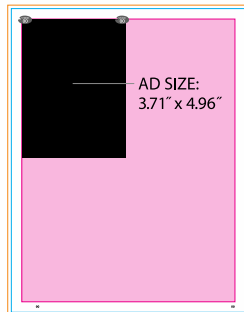
Half Page Horizontal



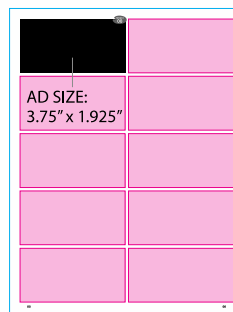
Half Page Vertical



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.)

