



SILICON VALLEY OPEN STUDIOS

BROUGHT TO YOU BY



SILICON VALLEY
VISUAL ARTS

2023

Dear Open Studios Advertisers and Supporters,

Affordable advertising space is now available to promote your business in the Silicon Valley Open Studios printed Artist Directory! Silicon Valley Open Studios is the premiere art show in South Bay, Mid-Peninsula and Pacific Coast areas featuring over 230 talented artists.

By advertising in the SVOS Directory, you'll introduce your business to thousands of art lovers and the general public from all over the San Francisco Bay Area. (Expected print run of 30,000 directories).

Many people map out the artists they want to visit by using the SVOS Artists Directory.

Better yet, they will often save the directory as a reference guide to their favorite artists—so when you advertise in the directory, your promotion can continue to work for you even after the event.

Get the SVOS advertising advantage:

- We offer ad sizes to fit every budget—choose from full page to 1/8 page ads
- Drive traffic to your business, website and social media with photos or special offers
- Target the Silicon Valley demographic that enjoys engaging in cultural events
- Show your support for Silicon Valley's thriving arts community
- **Early Bird discounted rates for ad space purchased BEFORE March 1, 2023.**

For details, submission and payment:

- 1) See the attached rate sheet and ad sizes
- 2) Go to <https://svos.org/directory-ads-for-sponsors/>
- 3) Complete payment and submit your ad online

Final deadline for submitting ads is March 7, 2023.

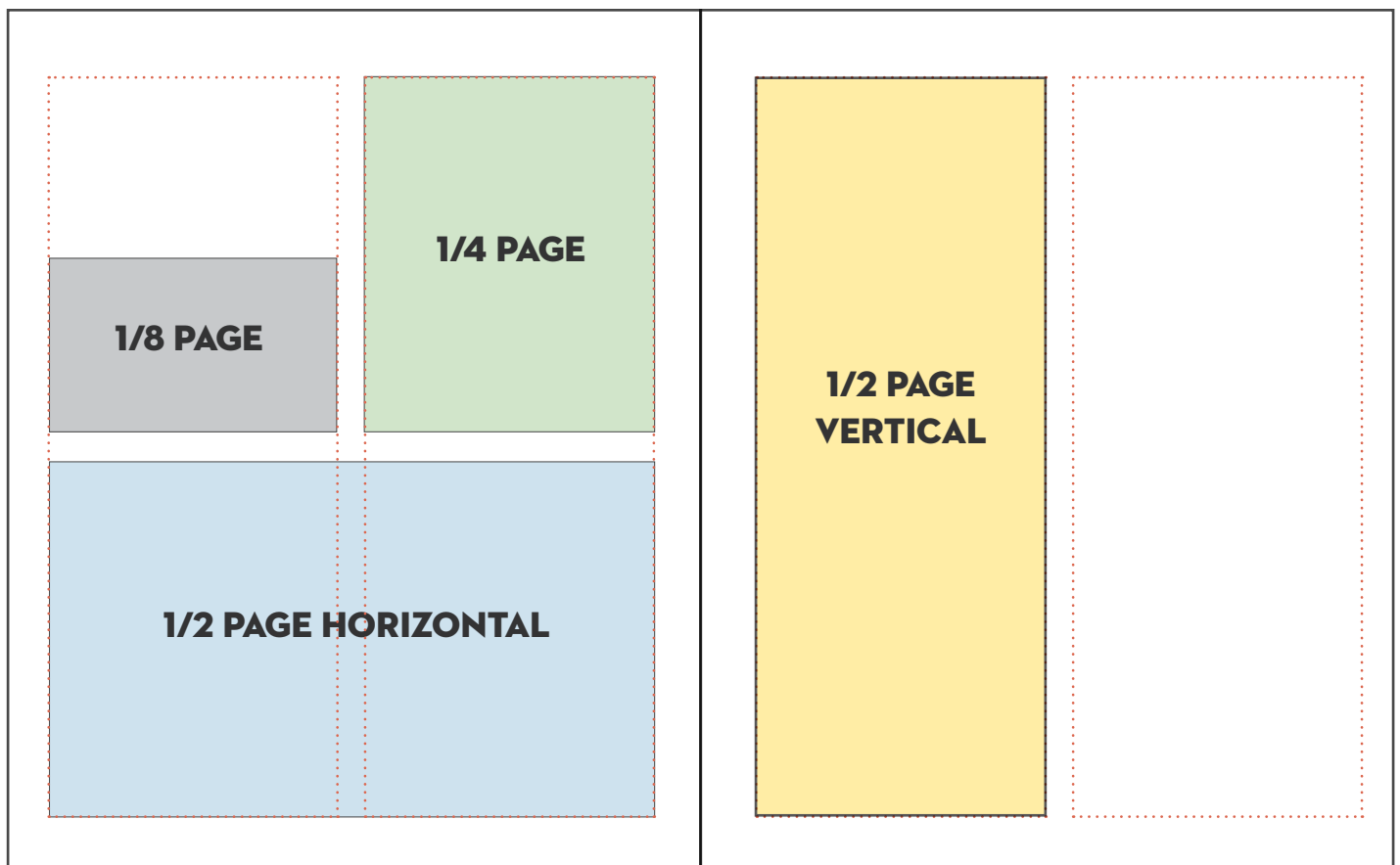
We look forward to helping you promote your business at the upcoming Silicon Valley Open Studios in May!

All the best,
Silicon Valley Visual Arts Team

Ad Layouts

Advertisement Layout in the Directory

- Ad will be placed as the discretion of SVVA, there is no guaranteed placement except for the special placement ads
- Ad will be places on a 2-colum. page layout as below
- Sizes for ads on next page



Early bird discount - Both payment and artwork must be received by Feb 28, 2023

Final deadline for all ads that need design - Feb 28, 2023.

Final deadline for all ads - March 7, 2023.

2023 Directory Advertising Rate Sheet

Advertising Requirements

- All ads are to be provided print-ready at 100% size.
- Color space set for print to CMYK
- Images or placed graphics should be 300 dpi
- Files should high res .jpg, .tif or pdf with fonts outlined

Ad Sizes	Width	Height	Early Bird Price	Price After Feb 28-Mar 8
SPECIAL PLACEMENT (only 1 of each available)				
<i>Leave a .75" safe zone for trimming around ad</i>				
Outside Back Cover (full bleed* size: 8.5" x 11")	7.5"	9.8"	\$2200	\$2500
Inside Front Cover (full bleed* size: 8.5" x 11")	7.5"	9.8"	\$1800	\$2100
Inside Back Cover (full bleed* size: 8.5" x 11")	7.5"	9.8"	\$1800	\$2100
STANDARD PAGE PLACEMENT				
Full Page (no bleeds)	7.5"	9.8"	\$1190	\$1450
1/2 Page - Horizontal	7.5"	4.8"	\$630	\$850
1/2 Page - Vertical	3.7"	9.8"	\$630	\$850
1/4 Page	3.7"	4.8"	\$ 360	\$500
1/8 Page	3.7"	2.3"	\$200	\$265

* Check website for availability

Instructions for purchase and submission online

- <https://svos.org/directory-ads-for-sponsors>

If you would like to mail a check, please contact us at ads@svos.org.

Early bird discount - Both payment and artwork must be received by Feb 28, 2023

Final deadline for all ads that need design - Feb 28, 2023.

Final deadline for all ads - March 7, 2023.