

November 9, 2021

Dear AGA Member,

It's time to renew your membership with the Ashland Gallery Association!

Enclosed with this letter you will find the 2022 Ashland Gallery Guide Media Kit, which explains your **benefits included with your membership**, as well as the great discounts you can receive for purchasing display advertising.

**This coming spring we will be producing a new, beautiful, full-sized, color 2022 Gallery Guide!**

Benefits with your membership include:

- Listing in the 2022 Gallery Guide
- Discount on Advertising in the 2022 Gallery Guide
- Listing on the AGA Website
- Social Media Promotion/E-Newsletter Promotion
- Opportunity to Display the AGA Logo in Advertising

Please note that last year's low fees reflected the suspended economy due to the pandemic. We respect those of you who may still be struggling and are offering a 10% discount for renewing members.

**Gallery: \$405, Associate: \$315, Working Studio: \$225, Neighboring Arts Organizations: \$202.50**

Payment for your member listing, photos, and blurbs are due no later than **January 15, 2022**.

Please send your payment to: **AGA, P.O. Box 241, Ashland OR 97520**.

You may also choose to pay by credit card on our website:  
[ashlandgalleries.com/membership](http://ashlandgalleries.com/membership).

Keep in mind that your member fee and ad fees are separate. Member fees secure your listing space, and your ad payment secures your ad space. See guidelines and deadlines for advertising in the AGA Media Kit.

Thank you so much for your continued support, and for making your association a benefit to all AGA members, and to the Ashland arts community.

Sincerely,

The AGA Executive Board



2022 ASHLAND GALLERY GUIDE

# Member Listings and Display Advertising

(Ashland Gallery Association Members)



“Ashland has carved out an international reputation  
for its artistic integrity and innovation.”

-John Villani in “The 100 Best Art Towns  
in America,” placing Ashland as the  
top arts town with a population  
of under 30,000.

# What your AGA membership includes:

## Gallery Members

- ▶ **Full page member listing in the yearly Gallery Guide**  
Includes gallery name, address, contact info, URL, hours of operation, 50-75 word description and 1-5 images (300 ppi at full size or larger).
- ▶ **Monthly Gallery Exhibit Highlight in the Gallery Guide and online Art Walk Map**
- ▶ **Direct link to your website through an online version of the Gallery Guide**
- ▶ **Individual gallery profile page on the AGA website**  
Sign up for monthly featured galleries shown on the home page
- ▶ **Listing in Gallery Tour Map**
- ▶ **50% discount on display advertising in the Gallery Guide**
- ▶ **Eligible to host A Taste of Ashland**

## Associate Members

- ▶ **1/2 page member listing in the yearly Gallery Guide**  
Includes gallery name, address, contact info, URL, hours of operation, 50-75 word description and 1-4 images (300 ppi at full size or larger).
- ▶ **Monthly Gallery Exhibit Highlight in the Gallery Guide and online Art Walk Map**
- ▶ **Direct link to your website through an online version of the Gallery Guide**
- ▶ **Individual gallery profile page on the AGA website**  
Sign up for monthly featured galleries shown on the home page
- ▶ **Listing in Gallery Tour Map**
- ▶ **35% discount for display advertising in the Gallery Guide**
- ▶ **May be eligible to host A Taste of Ashland**

## Working Studios

- ▶ **1/4 page member listing in the yearly Gallery Guide**  
Includes gallery name, address, contact info, URL, hours of operation, 50-75 word description and 1-2 images (300 ppi at full size or larger).
- ▶ **Monthly Gallery Exhibit Highlight in the Gallery Guide and online Art Walk Map**
- ▶ **Direct link to your website through an online version of the Gallery Guide**
- ▶ **Individual gallery profile page on the AGA website**  
Sign up for monthly featured galleries shown on the home page
- ▶ **Listing in Gallery Tour Map**
- ▶ **25% discount for display advertising in the Gallery Guide**
- ▶ **Eligible to participate in Ashland Open Studio Tour and may be eligible to host A Taste of Ashland**

## Neighboring Art Organizations

- ▶ **1/4 page member listing in the yearly Gallery Guide**  
Includes gallery name, address, contact info, URL, hours of operation, 50-75 word description and 1-2 images (300 ppi at full size or larger).
- ▶ **Monthly Gallery Exhibit Highlight in the Gallery Guide**
- ▶ **Direct link to your website through an online version of the Gallery Guide**
- ▶ **Gallery profile on the AGA website with direct link to your website**
- ▶ **25% discount for display advertising in the Gallery Guide**
- ▶ **Eligible to participate in Ashland Open Studio Tour, within its geographic boundaries**

In addition to these member benefits the AGA provides marketing in the OSF Playbill and website; Ashland and Medford Chamber of Commerce publications and websites; local newspapers Revels and Tempo; Southern Oregon Artist Resource website and blog; and regional travel and entertainment magazines. Others we do regular advertising in: Ashland Independent Film Festival Program, Cabaret Theatre Playbill, Camelot Theatre Playbill, Britt Festival Program, Rogue Valley Symphony Program.

## A few important definitions:

### Member Listing:

Full page, 1/2 page, 1/4 page or 1/6 page listing in the front part of the Gallery Guide (see next page).

For information on submitting your member listing contact information and artwork for the Gallery Guide, please see page 3 and 5 .

**Deadline: Jan. 15, 2022**

### Display Advertising:

(NOT included with your membership fee) an individual ad located after the editorial section of the Gallery Guide.

For display advertising rates, deadlines, contract and information on submitting your artwork for the Gallery Guide, please see pages 4 and 5.

**Deadline: Jan. 15, 2022**

## Artist Members

- ▶ **1/6 page member listing in the yearly Gallery Guide**  
Includes name, genre, address, contact info, URL, 50-75 word description and 1 image (300 ppi at full size or larger).
- ▶ **Direct link to your website through an online version of the Gallery Guide**
- ▶ **Individual profile page on the AGA website**
- ▶ **15% discount for display advertising in the Gallery Guide**
- ▶ **Eligible to participate in Ashland Open Studio Tour and A Taste of Ashland's "Pop-up Exhibit"**

# Member Listings

Front section of the book, included in Membership.

## Sizes



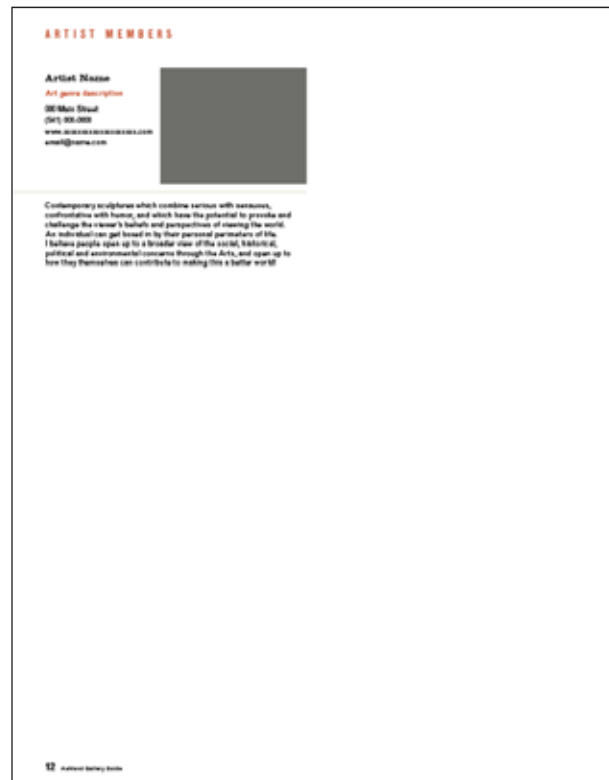
Gallery Member – Full Page Listing



Associate Member – 1/2 Page Listing



Working Studio Member or Neighboring Art Organization – 1/4 Page Listing

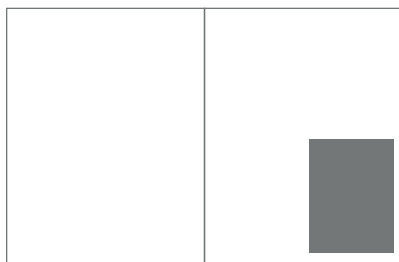


Artist Member – 1/6 Page Listing

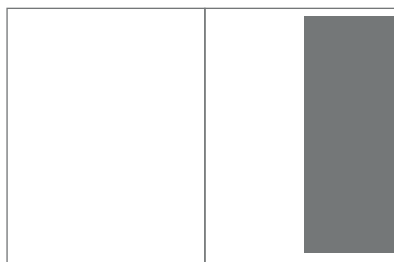
# Display Advertising

In addition to Members' Listing, placed after the editorial section.

## Sizes



**Quarter Page**  
3.563" w x 4.688" h



**Half Page Vertical**  
3.563" w x 9.625" h



**Half Page Horizontal**  
7.375" w x 4.688" h



**Full Page**  
8.375" w x 10.875" h (trim size)  
please also include  
.125" bleed on all sides  
Final file should be  
8.625" x 11.125"

## Rates

Ashland Gallery Association Members

Display Advertising

SIZE	DIMENSION	EARLY BIRD by December 1, 2021 PRICE				by January 15, 2022 PRICE			
		Full Member	Associate Member	Working Studio*	Artist Member	Full Member	Associate Member	Working Studio*	Artist Member
Quarter Page	3.563" w x 4.688" h	\$378	\$491	\$567	\$643	\$420	\$546	\$630	\$714
Half Page Horizontal	7.375" w x 4.688" h	\$486	\$632	\$729	\$826	\$540	\$702	\$810	\$918
Half Page Vertical	3.563" w x 9.625" h	\$486	\$632	\$729	\$826	\$540	\$702	\$810	\$918
Full Page	8.375" w x 10.875" h (trim size)	\$635	\$825	\$952	\$1,079	\$705	\$917	\$1,057	\$1,198
Inside Back Cover (full page)	8.375" w x 10.875" h (trim size)	\$1,650 (no discounts)				\$1,650 (no discounts)			
Back Cover (full page)	8.375" w x 10.875" h (trim size)	\$1,920 (no discounts)				\$1,920 (no discounts)			

\* Neighboring Arts Organizations' rates are the same as Working Studios

To purchase ad space please complete the Advertising Contract and send with your check to:  
Ashland Gallery Association, P.O. Box 241 Ashland, OR 97520. (Advertising Contract available online at [www.ashlandgalleries.com/resources](http://www.ashlandgalleries.com/resources))



Final deadline for all ad payments and artwork: Jan. 15, 2022

# Submitting Your Artwork

## Member Listings: Gallery Members, Associate Members, Working Studios and Artist Listings

For artwork specifications please see the first bullet point of your listing category on page 2.

We will be placing credited art pieces throughout the book. If you can, send one extra image. Be sure we know which are your listing images.

We must receive the exact wording you intend for your listing, in writing, preferably by email.

Email your text and images to:

[b@babayard.com](mailto:b@babayard.com)

Or you can mail your listing text with a CD of your images to:

Attn: Graphics  
AGA  
PO Box 241  
Ashland, Oregon 97520

If you want to run the same listing as last year, you can simply let us know by email.

**As one of the benefits of your membership, there is no charge for listings.**

Final deadline for all LISTING artwork: Jan. 15, 2022

## Display Advertising:

Please prepare the artwork for your ad as follows:

CMYK Only - No Pantone Colors

300 ppi

Save as PDF (Press Quality setting or PDF/x-1a)

Full-page ads must have .125" bleed included on all four sides

Please include your name or gallery in the file name.

Files not conforming to these specifications will be sent back to you for modification. If you don't understand what these specifications mean, we recommend you hire a professional designer to convert your file for you.

## File Delivery Instructions

### Email:

Email files under 25mb to [b@babayard.com](mailto:b@babayard.com).

### Mail:

Send a CD with your ad to:

Attn: Graphics  
AGA  
PO Box 241  
Ashland, Oregon 97520

### Alternatives:

Contact Bruce Bayard at [b@babayard.com](mailto:b@babayard.com) or 541-482-2253

## To purchase display advertising

Please complete the Advertising Contract and send with your check to: Ashland Gallery Association  
P.O. Box 241 Ashland, OR 97520 ATTN: GG 2022  
Advertising Contract available online at  
[www.ashlandgalleries.com/resources](http://www.ashlandgalleries.com/resources)

For sales questions contact Paige Gerhard:  
[paige.gerhard.art@gmail.com](mailto:paige.gerhard.art@gmail.com) or 541-621-6605

For questions regarding submission of all materials, contact Bruce Bayard:  
[b@babayard.com](mailto:b@babayard.com) or 541-482-2253

If you would like Studio A.B to design your ad, for an hourly rate of \$75, please contact Bruce at [b@babayard.com](mailto:b@babayard.com) or 541-482-2253



Final deadline for all AD artwork: Jan. 15, 2022

# Display Advertising Contract

## To purchase display ad in addition to Members' Listing.

To purchase ad space please complete this Advertising Contract and send with your check to:  
Ashland Gallery Association, P.O. Box 241 Ashland, OR 97520.

Business Name: \_\_\_\_\_ Contact person: \_\_\_\_\_

Street Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### 1 Select Ad Size

- Quarter Page 3.563" w x 4.688" h
- Half Page Horizontal 7.375" w x 4.688" h
- Half Page Vertical 3.563" w x 9.625" h
- Full Page 8.375" w x 10.875" h\*
- Inside Back Cover 8.375" w x 10.875" h\*
- Back Cover 8.375" w x 10.875" h\* (NA)

\*NOTE: indicates trim size. Please add .125" bleed on all four sides. Final file should be 8.625" x 11.125".

### 2 Tell us how your artwork will come

- Email of upload file prior to deadline\*\*
- Electronic disk enclosed
- Please put me in touch with Gallery Guide design team to design my ad

\*\*Please email files under 15mb:  
Ad files larger than 15mb: contact Bruce Bayard.

### 3 Cost

Total Amount Enclosed \_\_\_\_\_  
(see pricing page 4)

### 4 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Send this form with check payable to:  
Ashland Gallery Association  
PO Box 241  
Ashland OR 97520

To use a credit card, visit ashlandgalleries.com, login, and find the Paypay button in the dashboard under Membership.



Final deadline for all AD payments and artwork: Jan. 15, 2022

For sales questions contact Paige Gerhard:  
paige.gerhard.art@gmail.com or 541-621-6605  
For questions about ad production, contact Bruce Bayard:  
b@babayard.com or 541-482-2253

