

2023 ASHLAND GALLERY GUIDE

Display Advertising



“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.

About Us

The Guide

The Ashland Gallery Guide is a visually compelling publication featuring the people and places at the center of Ashland's thriving fine arts scene. Produced annually by the Ashland Gallery Association since 1994, it serves as the definitive resource on Ashland's galleries and artists.

The 2023 edition will consist of 48 pages or more of gallery and artist displays, feature stories and descriptions of annual events, and advertising like yours. The Guide will appear online at ashlandgalleries.com with links to advertiser's websites.

Our Mission

We at the Ashland Gallery Association have a vital interest in seeing art become part of daily life. We publish this Guide to be a focal point for Ashland's visual arts, and to inspire art viewers and art buyers to tap into Ashland's rich artistic heritage.

Who We Reach

With a circulation of 10,000 and ongoing distribution throughout the year to all the best hotels and B&Bs, Visitor Centers, Chambers of Commerce and many local businesses, the Ashland Gallery Guide reaches a growing audience of art enthusiasts that actively seek the finest in life. They enjoy cultural offerings, fine dining and elegant accommodations. They might rent bikes to explore scenic Ashland, or rent a cabin while they ski. Perhaps they'll take in a local podcast or a new book while on the porch of their B&B, or shop for one-of-a-kind apparel before settling into a day spa interlude. Many are interested in touring the expanding range of wineries. Our audience lives well.

The thousands of visitors coming for the Oregon Shakespeare Festival often happily discover Ashland's galleries and the First Friday ArtWalk as a result of reading the Gallery Guide.

Why Advertise With Us

Reach a dream demographic. The Guide is read by a culturally sophisticated crowd with disposable income actively looking for ways to enjoy their time in Ashland and the Rogue Valley.

Find strength in numbers. The AGA helps you market your business through an increasingly varied and wide distribution, thanks to our travel team. And our online presence includes your ad complete with a link to your website in a page-by-page version of the Guide.

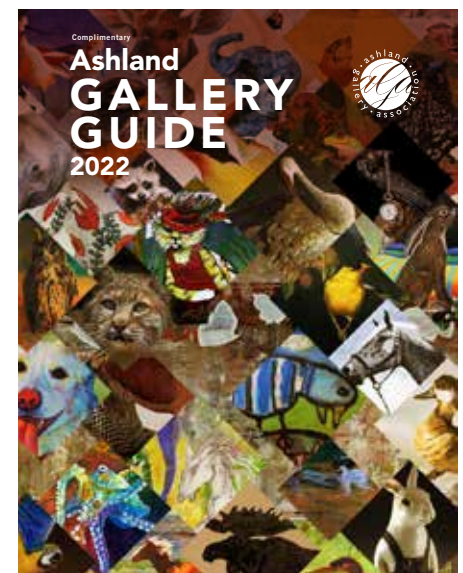
Use your marketing budget effectively. With a full year of shelf life through replenishing and finding new placements, the Guide offers the highest return on your advertising dollar.

Having a presence within the Ashland Gallery Guide has been instrumental to getting both local and tourist communities in our door. The Gallery Guide is stunning, FREE and speaks directly to Ashland's sensibilities which attracts the kind of patron we want. We are very fortunate to have such a beautiful publication available to our community.

—**Scott Malbaurn**
Director, Schneider Museum of Art

As Ashland's oldest gallery, we have continually relied on the Ashland Gallery Association's Gallery Guide, as it is informative, beautifully designed, and well distributed. The Guide has been and still is essential to the well being and continued growth of our business. We often get calls from visitors who have taken the Guide home and want to connect with us.

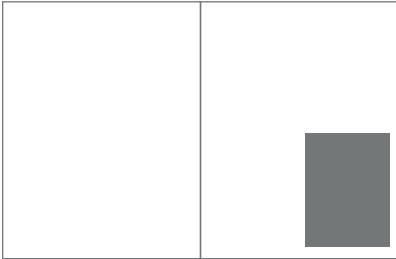
—**Judy Howard**
Hanson Howard Gallery



Display Advertising

Placed after the editorial section.

Sizes



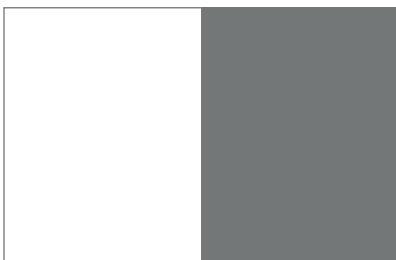
Quarter Page
3.563" w x 4.688" h



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 (trim size)
please also include
.125" bleed on all sides
Final file should be
8.625" x 11.125"

Specifications:

Please prepare the artwork for your ad as follows:

CMYK Only - No Pantone Colors or Spot Colors

300 ppi

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

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

Please include your name 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.

Alternatives (Dropbox, Drive, etc.):

Contact Bruce Bayard at 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 2023

For sales questions contact Paige Gerhard:
administrator@ashlandgalleries.com or 541-488-8430

For questions regarding submission of all materials, contact Bruce Bayard:

b@babayard.com or 541-482-2253

He is also available to design your ad for an hourly rate of \$75.

Final deadline for all ad payments and artwork: Jan. 15, 2023



Display Advertising Contract

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: _____

Mailing Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

1

Select Ad Size

		EARLY BIRD PRICE by December 1, 2022	STANDARD PRICE by January 15, 2023
<input type="checkbox"/> Quarter Page	3.563" w x 4.688" h	\$714	\$840
<input type="checkbox"/> Half Page Horizontal	7.375" w x 4.688" h	\$918	\$1,080
<input type="checkbox"/> Half Page Vertical	3.563" w x 9.625" h	\$918	\$1,080
<input type="checkbox"/> Full Page	8.375" w x 10.875" h*	\$1,198	\$1,410
<input type="checkbox"/> Inside Back Cover	8.375" w x 10.875" h*	\$1,402	\$1,650
<input type="checkbox"/> Back Cover	8.375" w x 10.875" h*	\$1,632	\$1,920

***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 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 25mb to b@babayard.com
Ad files larger than 25mb: contact Bruce Bayard (see below)

3

Cost

Total Amount Enclosed _____

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/resources.



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