

# Artists Open Houses

## Advertising Rates: May 2018

The Brighton and Hove festival of Artists Open Houses is an integral part of the programme of cultural events which takes place across the city each May, and is the oldest and largest festival of its kind in the country.

### The festival

- 200 venues with more than 200,000 visitors - 60% from Brighton and Hove, 15% from the region and 25% from further afield.

### The brochure

- Attractive 4 colour, A5 guide book with spine, listing all houses and artists, with detailed area trails and location maps
- 50,000 print run
- Targeted distribution in hot spots throughout the city, in all Open House venues, and across the South East
- 6 week exposure from mid April to end of May
- Also available to view and download for a 12 month period at **www.aoh.org.uk** from April (over 50,000 unique visits in 2016)

Advertising space is limited, so don't miss out, **book now!**



## Advertising information

- **Great value for money**

Your advertisement in 50,000 free festival brochures guaranteeing more than 6 weeks of repeated exposure before and during the Brighton Festival period for as little as **£125**

- **Highly targeted audience**

ABC1's, discerning, educated, and with money to spend

- **Increased footfall**

Brochure Open House trail leads festival visitors directly past businesses in several areas of Brighton, Hove and beyond

- **Highly targeted E-newsletter ads also available**

Advertise in our regular e-newsletters to reach c2000 participating artists and other interested parties - **only £60**, or **£95 for two** newsletters

- **Discounts available**

10% off for all previous advertisers  
15% off for charities and schools

- **Payment**

The payment deadline is **Friday 16 March 2018**

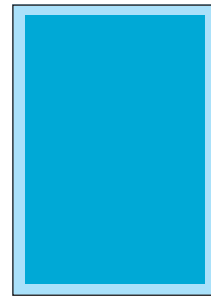


aoh.org.uk

**Advertising sales and artwork contact:**  
**Fiona McTernan**

advertising@aoh.org.uk  
07951 511 244

### Full page



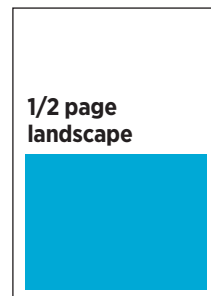
full page

Bleed w154 x h216 mm  
Trim w148 x h210 mm  
Type area w123 x h190 mm

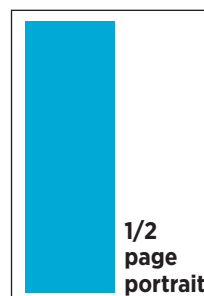
#### Rates

Back cover **£1,195**  
Inside front cover **£995**  
Inside back cover **£845**  
Inside standard **£795**

### Half page



1/2 page landscape



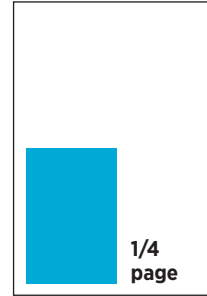
1/2 page portrait

Landscape w123 x h92.5 mm  
Portrait w59 x h190 mm

#### Rates

inside front cover **£595**  
Inside back cover **£495**  
Inside, premium spot **£495**  
Inside, standard **£445**

### Quarter page



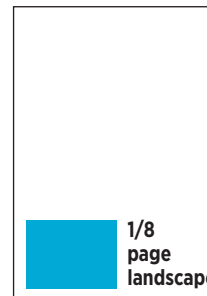
1/4 page

Portrait only w59 x h92.5 mm

#### Rates

Premium spot **£295**  
Standard **£225**

### Eighth of page



1/8 page landscape

Landscape only w59 x h44 mm

#### Rates

Standard only **£125**

### PUT YOURSELF ON THE MAP!

Just two prime spaces available in the Artists Open Houses festival map. Print run 60,000, distributed locally, London and South East.

quarter page only **£225**  
portrait only 67.5 x 93mm

## Sending your artwork

- **Artwork**

Your artwork should be supplied digitally as a press resolution PDF, with all fonts embedded and any spot colours converted to CMYK. Any adverts supplied incorrectly may incur additional studio costs.

- **Images**

Image files should be 300dpi at print dimensions and CMYK.

- **Content**

The content of adverts is the responsibility of the supplier **please check the information in your advert is correct before sending the artwork.**

- **Deadline**

The deadline for supplying your artwork is **Friday 23 March 2018**

- **Amendments**

Once artwork has been received this will be deemed to be the final and complete information. Alterations to artwork will be accepted at our discretion.

- **Cancellation**

You may be liable for payment in full for any adverts cancelled, or for which copy has not been received by the above deadlines.