

ARTISTS OPEN HOUSES CHRISTMAS FESTIVAL 2017 ADVERTISING RATES

Now in its fifteenth year, the Christmas Open Houses festival, where artists open their homes to sell work directly to the public, attracts 50,000 visitors, with publicity reaching many times that number.

Over three weekends in November and December, visitors have the opportunity to shop for unique handmade Christmas gifts and original pieces of art in the comfort of artists' homes, whilst meeting the makers and perhaps enjoying a glass of mulled wine by a roaring fire.



Advertising information

● Great value for money

Your advertisement in 25,000 full-colour free festival brochures guaranteeing more than 6 weeks of repeated exposure in the pre-Christmas period for as little as £195. Brochures distributed in the local area, London and the South East

● Highly targeted audience

ABC1's, discerning, educated, and with money to spend in the lead up to Christmas

● Increased footfall

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

● Discounts available

10% off for previous advertisers and those who book space in both December 2017 and May 2018 brochures

20% off for advertisers who book both brochure and e-newsletter ads.

25% off for charities and schools.

● Payment

The payment deadline is
Friday 13 October 2017

Advertise in our e-newsletter

targeted to reach 2000 participating artists and other interested parties, only £60, or £95 for bookings in two e-newsletters

Full page

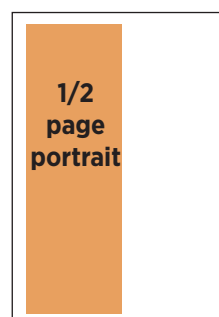


Bleed	w154 x h216 mm
Trim	w148 x h210 mm
Type	w126 x h190 mm

Cost

Back cover	£495
inside front or back cover	£475
Inside page	£445

Half page

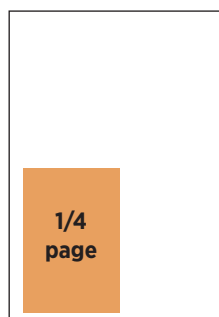


Landscape	w126 x h92 mm
Portrait	w60 x h190 mm

Cost

inside front or back cover	£375
Inside page	£345

Quarter page



Portrait only	w60 x h92 mm
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Cost	£195
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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 no less than 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 13 October 2017**

● 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.

Advertising sales and artwork contact:

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aoh.org.uk