



## Artists Open Houses May 2020

# ADVERTISING RATES

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 400,000 house visits - 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, with 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
- Available to view and download for a 12 month period at [www.aoh.org.uk](http://www.aoh.org.uk)

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

## 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 trails lead festival visitors directly past businesses in several areas of Brighton, Hove and beyond.

## Discounts available

**10% off** for previous advertisers

**15% off** for charities and schools

*\*One discount applicable only*

## e-newsletter

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

## Payment

The payment deadline is

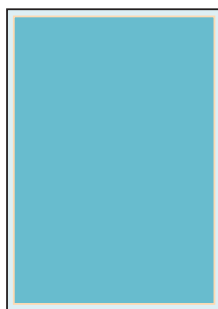
**Friday 13 March 2020**

## Advertising sales and artwork contact:

Fiona McTernan  
07951 511 244  
fiona@aoh.org.uk



## Full Page



Bleed w154 x h216 mm\*

Trim w148 x h210 mm

Type area w125 x h190 mm

### Cost

Back cover **£1,195**

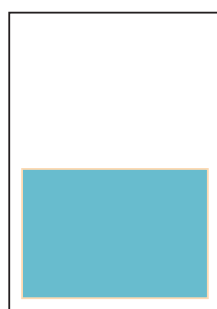
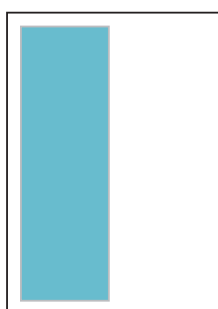
Inside front cover **£995**

Inside back cover **£995**

Inside page **£795**

*\*NB If your artwork uses the whole page, please leave 3mm bleed all round, outside the trim area.*

## Half Page



Landscape w125 x h92 mm

Portrait w60 x h189 mm

### Cost

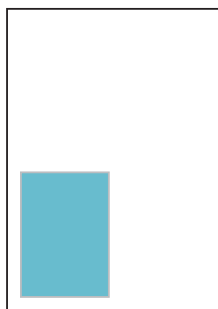
Inside front cover **£595**

Inside back cover **£495**

Inside, premium spot **£495**

Inside, standard **£495**

## Quarter Page



Portrait only w60 x h92 mm

### Cost

premium spot **£295**

Standard **£225**

## Eighth Page



Landscape only w60 x h44 mm

### Cost

Standard only **£125**

## Put yourself on the map!

Just two prime spaces available in the AOH festival map. Print run 50,000, distributed locally, London and South East.  
quarter page only **£225**  
portrait only w67.5 x h93mm

## Artwork

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

## Images

Image files should be at least 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 artwork is

**Friday 20 March 2020**

## 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.