



Western Loudoun Art and Studio Tour Sponsorship and Advertising Opportunities

The 16th annual Western Loudoun Art and Studio Tour will be held June 2-4, 2023. The tour will again produce beautiful, full-color printed materials in the form of booklets, brochures and posters distributed to the public at Loudoun County visitor centers, local businesses, libraries, Franklin Park Arts Center, Round Hill Arts Center and other art spaces. All artists also distribute the materials to their clientele during the tour and throughout the year.

Platinum Level Sponsorship	Gold Level Sponsorship	Silver Level Sponsorship
<i>Only three opportunities at this level of sponsorship/advertising</i>	<i>Limited availability; first come first served</i>	<i>Unlimited availability</i>
✓ Full page, full color back cover, inside front or back cover ad in tour booklet (3,000 copies)	✓ Full page, full color inside page ad in tour booklet (3,000 copies)	✓ Business name and website line item in tour booklet (3000 copies)
✓ Logo displayed on brochures and posters in addition to booklet (10,000 copies)		
✓ Logo and website link on wlast.org as Platinum Level Sponsor until 3/2024 (2022 tour page views = 42,513)	✓ Logo and website link on wlast.org as Gold Level Sponsor until 3/2024 (2022 tour page views = 42,513)	✓ Business name and website link on wlast.org as Silver Level Sponsor until 3/2024 (2022 tour page views = 42,513)
✓ Social media recognition as a Platinum Level Sponsor (2022 impressions = 357,456)	✓ Social media recognition as a Gold Level Sponsor (2022 impressions = 357,456)	✓ Social media recognition as a Silver Level Sponsor (2022 impressions = 357,456)
		✓ Clickable pin on tour website map

Gallery Sponsorship
<ul style="list-style-type: none"> ✓ Gallery name, logo and website listing in the "Galleries" section of the booklet (3000 copies) ✓ Gallery name, logo and website link on the "Galleries" page on the WLAST website (2022 views = 25,414) ✓ Social media recognition (Facebook and Instagram) (2022 reach during tour = 168,870) ✓ Pin for gallery location on the printed tour map in booklet and brochure (10,000 copies) ✓ Clickable pin on the wlast.org website for gallery location

Want to run an ad, but don't have one designed? Lizard Graphics (540-822-9110) or pintofoal@aol.com can design one at reasonable cost; priced individually.

Western Loudoun Art and Studio Tour Sponsorship and Advertising Agreement

Advertiser agrees to:

1. Purchase advertisement/sponsorship described below. Full payment must accompany this contract.
2. **Submit booklet artwork in digital format no later than March 20, 2023.** If artwork is not provided by this deadline only advertiser name and contact information will be included, but advertiser will remain liable for the full amount of the original sponsorship commitment.
3. Work with WLAST's web team regarding suitable website content upon acceptance.

Date	Phone
Advertiser/Sponsor Name	
Address	
Contact Email	
Website URL:	
Contact Name and Title	
Signature	

Advertisement/Sponsorship Level

Platinum Level Sponsorship

- | | | |
|---|--|---------|
| <input type="checkbox"/> Full page - booklet back cover | Only 1 available; can be full bleed; 5.5" X 8.5" | \$1,000 |
| <input type="checkbox"/> Full page - booklet inside front cover | Only 1 available; can be full bleed; 5.5" X 8.5" | \$800 |
| <input type="checkbox"/> Full page - booklet inside back cover | Only 1 available; can be full bleed; 5.5" X 8.5" | \$600 |

Gold Level Sponsorship

- | | | |
|---|--|-------|
| <input type="checkbox"/> Full page - booklet inside | Limited availability, first come, first served; can be full bleed; 5.5" X 8.5" | \$500 |
|---|--|-------|

Silver Level Sponsorship

- | | |
|--|-------|
| <input type="checkbox"/> Line item listing of business name and website URL in booklet and wlast.org ; clickable tour map pin | \$100 |
|--|-------|

Gallery Sponsorship

- | | |
|--|-------|
| <input type="checkbox"/> Gallery name, logo and website URL in booklet and wlast.org ; clickable tour map pin | \$250 |
|--|-------|

Ads not digitally ready for insertion (digital files to mechanical requirements) will incur a \$50 or more preparation/correction charge, depending on the effort required to prepare the artwork for publication. WLAST reserves the right to reject an ad that does not meet the mechanical requirements. See page 3 for mechanical specifications.

- | | |
|--|---------|
| <input type="checkbox"/> Correction Charge (See above) | \$50 ++ |
| <input type="checkbox"/> Graphic Ad Design – Want to run an ad, but don't have one designed? Lizard Graphics (540-822-9110) can design one at reasonable cost; priced individually. | |

Payment

Make checks payable to: Friends of Franklin Park Arts Center (FoFPAC). Mail check and this form to WLAST (Western Loudoun Art and Studio Tour), P.O. Box 653, Round Hill, VA 20142 or give to Ad Representative. DO NOT mail artwork to this address. Silver level sponsorship payment can be made online at wlast.org by clicking Support Us.

Artwork

Email your artwork to pintofoal@aol.com Please note in heading WLAST AD. File size must be under 20Mb or, if file size is too large to email or you can't email, mail artwork on CD to: Liz Hall, 39331 Rodeffer Road, Lovettsville, VA 20180.

Artwork deadline is March 20, 2023



Western Loudoun Art And Studio Tour

Full page booklet ad mechanical/technical requirements and information

The red/pink zone is your "safety" area your text must be within this area and not touch the red line, same with images you don't want cropped

The black line is where the printer will trim/cut the page

The green line is the full size of ad and where you must go with images, borders, colors etc., If you want them to "bleed" off the page.

All ads are full color.

Ad size: 5.75" W x 8.75" H

Trim size: 5.5" W x 8.5" H

Safety: 4.5" W x 7.5" H

CMYK color required (not RGB). If you want a true BLACK in your ad or lettering you must use the CMYK color setting of :

C 75
M 68
Y 67
K 90

Resolution: 300 DPI to prevent pixelation.

Acceptable formats: PDF (with all fonts embedded), highest quality JPG, PNG, or TIF.

Maximum file size for email delivery: 20Mb.

Due to strict deadlines any ads not meeting these requirements will be rejected, or incur a \$50 correction fee.

Want to run an ad, but don't have one designed?
Lizard Graphics/Liz Hall (540-822-9110)
can design one at reasonable cost.

Email your artwork to pintofoal@aol.com – please note in heading WLAST AD – file size must be under 20Mb

5.75" W x 8.75" H

5.5" W x 8.5" H

4.5" W x 7.5" H