



# Directory of East Bay Arts: Advertising & Sponsorship

Deadline: March 24, 2012

## 60+ Page Full Color Magazine.

The 2012 *Directory of East Bay Arts* is the definitive guide to the arts in Oakland and the East Bay!

- o 60,000 copies printed & distributed to top arts/entertainment venues
- o Insert & Distribution by the East Bay Express
- o One year shelf life in print; permanent copy online
- o 400-600 artist listings
- o Maps of art spaces
- o Index of arts organizations, galleries and venues
- o 12-month arts calendar



The *Directory of East Bay Arts* is printed in conjunction with East Bay Open Studios, the largest and longest running art event in the region. This annual event draws over 55,000 visitors to artists' studios in Oakland and the East Bay.

### AUDIENCES:

Event Attendance: 55,000  
 Participating Artists: 400-600 (50% Oakland-Based)  
 Pro Arts Annual Membership: 1500

### AUDIENCE PROFILE:

Previous attendance at Event..... 60%  
 Purchased art and/or handmade crafts during the previous year..... 67%  
 Visited a museum devoted to arts or crafts during the previous year..... 88%  
 Attended a performing arts event during the previous year..... 83%

### AGE GROUPS:

Age 20-34..... 15%  
 Age 35-44..... 22%  
 Age 45-54..... 18%  
 Age 55-64..... 32%

### AUDIENCE HOUSEHOLD INCOME:

Less than \$25K..... 10%  
 \$25K-\$49K..... 17%  
 \$50K-\$74K..... 17%  
 \$75K-\$99K..... 15%  
 Greater than \$100K.... 21%

### FULL COLOR DISPLAY ADS:

Full Page 11.5" H x 9.5"

<b>Back Cover - Glossy Full Page.....</b>	<b>\$5,000</b>
<b>Inside Cover Front - Glossy.....</b>	<b>\$4,000</b>
<b>Inside Cover Back - Glossy.....</b>	<b>\$3,500</b>
<b>Regular Full Page.....</b>	<b>\$3,000</b>
<b>3/4 Page – 8.5" H x 9.5" W.....</b>	<b>\$2,400</b>
<b>1/2 Vertical – 11.5" H x 4.7" W.....</b>	<b>\$1,800</b>
<b>1/2 Horizontal – 5.7" H x 9.5" W.....</b>	<b>\$1,800</b>
<b>1/4 Page – 5.7" H x 4.7" W.....</b>	<b>\$900</b>
<b>1/8 Page – 2.8 H" x 4.7" W.....</b>	<b>\$475</b>
<b>1/16 Page – 2.8" H x 2.2" W.....</b>	<b>\$275</b>

The *Directory of East Bay Arts* is the most comprehensive guide to the arts in the East Bay. Pro Arts produces the *Directory* & East Bay Open Studios as the premier vehicle for celebrating art and community in the East Bay. Artists open their studios to the public during the first two weekends in June. This annual publication highlights the region's working artists and facilitates free self-guided tours of artist studios.

**AD PLACEMENT DEADLINE:** March 24, 2012  
**TO ADVERTISE CALL: (510) 763-4361**

DIRECTORY OF EAST BAY ARTS AD PLACEMENT

# ADVERTISING & SPONSORSHIP

**DEADLINE March 24, 2012**

**SPONSORSHIP PACKAGES (Call for Details)**

- Acclaimed Presenter.....\$25,000
- Awe-Inspiring Partner.....\$10,000
- Esteemed Guardian.....\$5,000
- Adored Patron.....\$1,000

**COLOR DISPLAY ADS:**

FULL PAGE 11.5" H x 9.5" W

- |                                                                    |                                               |
|--------------------------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Back Cover - Glossy Full Page.....\$5,000 | 3/4 Page – 8.5" H x 9.5" W..... \$2,400       |
| <input type="checkbox"/> Inside Cover Front - Glossy.....\$4,000   | 1/2 Vertical – 11.5" H x 4.7" W.....\$1,800   |
| <input type="checkbox"/> Inside Cover Back - Glossy.....\$3,500    | 1/2 Horizontal – 5.7" H x 9.5" W..... \$1,800 |
| <input type="checkbox"/> Full page.....\$3,000                     | 1/4 Page – 5.7" H x 4.7" W..... \$900         |
|                                                                    | 1/8 Page – 2.8" H x 4.7" W.....\$475          |
|                                                                    | 1/16 Page – 2.8" H x 2.2" W.....\$275         |

NAME: \_\_\_\_\_

BUSINESS/ORGANIZATION: \_\_\_\_\_

BUSINESS ADDRESS (on map): \_\_\_\_\_

BILLING ADDRESS (if different than above): \_\_\_\_\_

PHONE/FAX: \_\_\_\_\_ EMAIL: \_\_\_\_\_

TERMS: Pro Arts will publish your advertisement in the *Directory of East Bay Arts*. Total circulation 60,000. Ads must be submitted in digital format (pdf or eps file), full color, 300dpi and ad slick/print-ready (to size), sent via email no later than March 24, 2012. Requests for additions, or changes of advertising will not be accepted after the deadline. Ad contracts and payment in full must be received by March 24, 2012. All sales and transactions are final. Pro Arts is not responsible for errors, omissions, losses, accidents, and expenses caused by, arising out of, or in connection with, either directly or indirectly, the East Bay Open Studios event or the *Directory of East Bay Arts*. Pro Arts reserves the right to assign advertising space. Ads also appear in an online version of the publication.

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Circle payment type: Check | Money Order | Visa/MC

Please charge my VISA/MasterCard

CREDIT CARD #: \_\_\_\_\_ EXP: \_\_\_\_\_ CVV: \_\_\_\_\_

CARD HOLDER SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**Office Use Only**

Date: Staff Initials: \_\_\_\_\_ Payment: \_\_\_\_\_ Receipt: \_\_\_\_\_

- File Received
- Placement Verification
- Proof
- Distribution

**Please send completed form with payment to:**

**Pro Arts 150 Frank H. Ogawa Plaza Oakland CA 94612**

**Contact: Margo Dunlap, Executive Director 510.763.4361 margo@proartsgallery.org**

## AD PLACEMENT DEADLINE: March 24, 2012

150 Frank H. Ogawa Plaza Oakland Ca 94612 • T510/763-4361 • F510/763-9470 •

[www.proartsgallery.org](http://www.proartsgallery.org)

Directory of East Bay Arts  
East Bay Open Studios 2012

PRO ARTS