

PRO ARTS DIRECTORY OF EAST BAY ARTS ADVERTISING & SPONSORSHIP

Advertise in The Directory of East Bay Arts, the event publication of East Bay Open Studios

Full Color Catalog. Larger Art Images. More Artist Listings
The Directory of East Bay Arts is the definitive guide to the visual arts community in the region.

- 60,000 copies distributed by the East Bay Express
- 80,000 copies printed & distributed to top arts/entertainment venues
- One year shelf life in print; permanent copy online
- 400- 600 artist listings

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 an audience of 55,000.

The Directory Includes

- Artist Listings
- Listings of Arts organizations, artist-led groups, galleries, and more
- Artist Resources
- Index of Artists by Primary Media
- Articles for art-buying public

Reach Out to Tens of Thousands of Artists and Art Lovers

Pro Arts produces 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, formerly known as the East Bay Open Studios Map & Directory, includes full color artist listings and maps to highlight the region's working artists and facilitate free self-guided tours of artist studios in East Bay area cities. The Directory is inserted into the East Bay Express and circulated throughout the greater Bay Area and available at Pro Arts, galleries, cafes, bookstores, and other arts venues from April to June. The Directory of East Bay Arts is the most comprehensive guide to artists in the East Bay. By placing an ad you are supporting the arts and benefiting by our large advertising circulation and targeted Cultural Arts audience. Take part in this signature event and be part of the art scene in Oakland and beyond.

EBOS Audiences

EBOS Event Attendance: 55,000
EBOS Participating Artists: 400-600 (50% Oakland-based)
Pro Arts Artist Annual Membership: 1500
Gallery Visitors: 15,000

EBOS Audience Profile: (Based on audience survey June 2006)

Previous attendance at EBOS 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 25 - 34.....15%
Age 35 - 44.....22%
Age 45 - 5418%
Age 55 - 6432%

Audience Household Income:

Less than \$25K10%
\$25K - \$49K17%
\$50K - \$74K.....17%
\$75K - \$99K15%
Greater than \$100K21%

Listings Begin at \$200. DEADLINE March 31, 2007

Distribution Schedule:

Directory of East Bay Arts (circ. 80,000): April - June
Insert in East Bay Express Wednesday, May 30

Event Dates 2007:

East Bay Open Studios: June 2-3 and 9-10
Brake for Art Tour: Art Bus Preview Tour: June 1
Gala: May 31
EBOS Preview Exhibition May 3- June 10
Artist Meet & Greet: May 5
Artist Workshops January-March

East Bay Open Studio Locations

Oakland, Berkeley, El Cerrito, Albany, Hayward, Pleasanton, Dublin, Livermore, San Ramon, Walnut Creek, Benicia, Richmond, San Pablo, El Sobrante, etc.

PRO ARTS: Exhibitions - Sales - Artist Services - Performance Venue

Pro Arts is a nonprofit artist-based organization that nurtures the diverse cultural communities in the Bay Area by exhibiting artists' work and providing a venue for furthering communication in the arts.

For more information contact: Erica Mohar, Exhibitions & Programs Coordinator

510/763-4361 or at erica@proartsgallery.org
Pro Arts 550 Second Street Oakland, CA 94607
www.proartsgallery.org



PRO ARTS DIRECTORY OF EAST BAY ARTS ADVERTISING & SPONSORSHIP CONTRACT

THE DIRECTORY OF EAST BAY ARTS AD PLACEMENT DEADLINE March 31, 2007

SPONSORSHIP PACKAGES

- | | |
|---|---|
| <input type="checkbox"/> Acclaimed Presenter\$25,000 | <input type="checkbox"/> Revered Sponsor ...\$3,000 |
| <input type="checkbox"/> Awe-Inspiring Partner\$10,000 | <input type="checkbox"/> Adored Patron ...\$1,000 |
| <input type="checkbox"/> Esteemed Guardian\$5,000 | <input type="checkbox"/> Beloved Supporter...\$500 |

FULL COLOR DISPLAY ADS (Please check one):

Full Page 9.5" W x 11.5" H

- Full page.....\$3,000
- Inside Front cover.....\$3,500
- Back cover\$5,000

1/2 page

- Vertical-- 4.68750" W x 11.5" H.....\$1,800
- Horizontal-- 11.5" W x 4.68750" H.....\$1,800

- 1/3 page -- 3.08333" W x 11.5" H.....\$1,295
- 1/4 page -- 4.6875" W x 5.6875" H.....\$1,000
- 1/6 page -- 3.08333" W x 5.6875" H.....\$595
- 1/8 page -- 4.6875" W x 2.78125" H\$395
- Listing - Text only\$200
(Max 200 characters, up to three lines)
- OPTIONAL: AD DESIGN SERVICES ...\$100

COMPANY NAME: _____
 CONTACT NAME: _____
 BILLING ADDRESS: _____
 PHONE/FAX: _____
 EMAIL: _____

TERMS: Pro Arts will publish your listing or advertisement in the Directory of East Bay Arts. 60,000 copies will be distributed by The East Bay Express. Total circulation 80,000. Ads must be submitted in digital format (tif or eps file), 300dpi and ad slick (to size), sent via email to info@proartsgallery.org or on CD, no later than March 31, 2007. Advertising rates are subject to an additional charges of \$100 if design services are required. Requests for additions, changes or cancellation of advertising will not be accepted after the deadline. Ad contracts, digital files and payment in full must be received by March 31, 2006. 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 may also appear in an online version of the publication.

CLIENT SIGNATURE: _____ DATE: _____

Select payment type: ___ Check ___ Moneyorder ___ Visa/Mastercard

Please charge my VISA/MasterCard

CREDIT CARD #: _____ EXP: _____ CVV: _____

CARD HOLDER SIGNATURE: _____ DATE: _____

Please send completed form with payment or credit card information to:

Erica Mohar, Exhibition & Programing Coordinator

Pro Arts, 550 Second Street, Oakland, CA 94607

Ph: 510-763-4361 / Fax: 510/763-9470

www.proartsgallery.org

info@proartsgallery.org

For Office Use Only: Date: _____ Staff Initials: _____ Payment: Check # _____ MO# _____ Appr. Code: _____

AD PLACEMENT DEADLINE: March 31, 2007