



27-29 May 2017

SPRINGFLING

Scotland's Premier Art and Craft Open Studios Event



ADVERTISING IN THE SPRING FLING BROCHURE 2017

Why advertise?

Premier event	Spring Fling is Scotland's premier annual open studios event.
40,000 visits	In 2016, there was over 40,000 visits to 94 studios region-wide.
18,000 brochures	18,000 brochures are printed and distributed.
Local and national distribution	Brochures are distributed within Dumfries & Galloway, neighbouring regions and the central belt. They are sent to the dedicated Spring Fling mailing list, local galleries, businesses and tourist offices.
National and Regional exhibitions	Brochures will be available at Spring Fling's 2017 exhibition in Cirencester and the fifteenth anniversary exhibition in Dumfries.
Longevity	The collectable brochure is used as a guide throughout the year with artists using it as a showcase for their work beyond Spring Fling weekend (27-29 May 2017).

Advertising Rates (VAT not applicable)

The layout of Spring Fling 2017 brochure will be similar to the one of the 2016 brochure which you can view here: https://issuu.com/springfling/docs/sf_2016_brochure

However, this year we have rejuvenated its design and format to bring it in line with the ethos and branding of its parent organisation, Upland. For 2017, the brochure will boast new uncoated paper, contemporary design and layout and feature the new Spring Fling logo and fonts. We're doing all this but keeping the prices the same. So advertisers are getting the same value rates but a much higher quality product.

Full Page	216mm high x 216 mm wide (includes 3mm bleed)	£660.00
1/2 page	196mm high x 95mm wide (requires no bleed)	£360.00
1/4 page	97mm high x 95mm wide (requires no bleed)	£250.00
1/8 page	47.5mm high x 95mm wide (requires no bleed)	£185.00

Premium Positions

Inside front cover - full page	216mm high x 216 mm wide (includes 3mm bleed) Please note - do not place text close to the spine as could get lost in binding - at least 25 mm away from spine.	£1400.00
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Inside back cover – full page	216mm high x 216 mm wide (includes 3mm bleed) Please note - do not place text close to the spine as could get lost in binding - at least 25 mm away from spine.	£1400.00
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Advertorials - Local Galleries

We are continuing the advertorial section in the brochure for local galleries, which will be apart from the other adverts. There will be two galleries per page and each gallery will have a dot on the map in the brochure and separate fold-out map. Advertorials cost **£390.00**.

Galleries are also welcome to take out an advert in the main advert section – costs as above.

Advertising Policies

Previous advertisers	Previous advertisers are entitled to a 10% discount on current prices.
Individual artists	Advertising by individual artists and makers is only open to Upland Professional Members.
	Their adverts cannot only promote their open studio over Spring Fling weekend.
	Artists not taking part in Spring Fling 2017 are limited to 1/8 page.
Other businesses	Tourist businesses and attractions, venues, sponsors, funders and permanent galleries are welcome to advertise.
Visual arts events	Visual arts events must not take place over the same weekend as Spring Fling 2017 (27-29 May 2017).
Other cultural events e.g. dance, music, theatre	Can advertise regardless of when they take place.

Disclaimer: final decisions regarding the acceptance of advertising by any individual, business or event will be at the discretion of the Upland staff.

Technical Specifications

Please supply adverts either by email to joanna@weareupland.com, or by CD (please note that we cannot return disks) to the address below.

Artwork should be high resolution (300dpi print quality) and submitted in either: PDF, EPS, TIFF or JPG formats. If you need help designing an advert, we can help you in house (POA) or organise this through the brochure designer, Tim Bremner, at a rate of £40 per hour.

Advertising Deadlines

To guarantee a place in the 2017 Spring Fling brochure, adverts must be booked and paid for by **25 November 2016** with final artwork submitted before **8 December 2016**. Advertorials must be booked and paid for by **11 November 2016** with final information and images submitted before **25 November 2016**.

Sponsorship Opportunities

We offer a range of sponsorship opportunities which allow businesses to support the arts, arts industries and nurture new young graduate artists. In return, Upland promotes the sponsor through various national and international

marketing PR campaigns, print and online media and various other means. Opportunities such as sponsoring the whole 2017 brochure and sponsoring your route are just a couple of the options available.

For more information on how you can become a sponsor for the 2017 Spring Fling Open Studios please contact Joanna Macaulay on joanna@weareupland.com

Contact Details

Joanna Macaulay, Events & Exhibitions Manager

Tel: 07787 299 487 / Email: joanna@weareupland.com

Web: www.spring-fling.co.uk - www.weareupland.com

Spring Fling Open Studios is an Upland Community Interest Company (SC350101) event.