

26-28 May 2018
SPRINGFLING 
Scotland's Premier Art and Craft Open Studios Event

Brochure Advertising 2018

The layout of Spring Fling 2018 brochure will be similar to the one of the 2017 brochure which you can view here: www.spring-fling.co.uk/brochure

For 2017, we rejuvenated its design and format with a contemporary layout and the new Spring Fling logo and fonts. We maintained the same advertisement rates with advertising confined to the last pages in the brochure. We are bringing in more design features for 2018 and will be offering new advertising positions throughout the brochure which will enable visitors to see your advert in relation to the route they are following. We are also delighted to announce that Brighteye Design will be producing all Spring Fling print production.

Changes to 2018 Advertising:

In order to provide a more cohesive visitor experience we have changed advert and advertorial positions in the brochure.

General advertising will be available in the route sections as well as the designated advertising sections of the brochure. These are limited to 2 adverts per route and will be on a first-come-first serve basis. Businesses/events advertising in the route sections should be on that route/in that area. We will continue to offer advertising in the designated advertising area of the brochure and therefore offer something for everyone in terms of advertising needs.

Gallery advertorials will now be in each route section, however, these are limited to 2 advertorials per route and will be on a first-come-first serve basis. Galleries in that route section will be on that route. This aims to provide brochure users and visitors to the event with a comprehensive insight into that area/route and give businesses a greater advertising opportunity. Should you not manage to book an advertorial, galleries can still take out a regular advert.

All other advertising conditions will still apply. Please see the rates and information below.

Advertising Rates (VAT not applicable)

Previous advertisers are entitled to a 10% discount.

<u>Premium Positions</u>		
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.	£2000.00 (this may be eligible for sponsorship match funding, see below)
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.	£2000.00 (this may be eligible for sponsorship match funding, see below)

Full Page	216mm high x 216 mm wide (includes 3mm bleed)	£800.00 (back of brochure) (route listing not offered)
1/2 page	196mm high x 95mm wide (requires no bleed)	£400.00 (back of brochure) £450.00 (route listing)
1/4 page	97mm high x 95mm wide (requires no bleed)	£300.00 (back of brochure) (route listing not offered)
1/8 page	47.5mm high x 95mm wide (requires no bleed)	£200.00 (back of brochure) (route listing not offered)

Advertorials - Local Galleries

All Gallery advertorials will now be found on the route that they're on.

We are offering 2 gallery adverts per route, bookings will therefore be on a first-come-first-serve basis. There will be two galleries per page and each gallery will have a dot on the map in the brochure and the Spring Fling website. This is a great opportunity for galleries to become more integrated into the brochure and our route system. It gives galleries the chance to be a part of *their* route and will hopefully present visitors with a better understanding of what that route/area has to offer.



Upland CIC,
C/o Gracefield Arts Centre
28 Edinburgh Road
Dumfries
DG1 1JQ

Advertorials on *your* route cost **£500.00**.

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

Advertising Policies

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 2018 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 2018 (26-28 May 2018).
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.

Booking your advert

Contact Joanna Macaulay to make your booking on joanna@weareupland.com or 07787299487. Remember Gallery Advertorials and adverts in the route sections of the brochure are limited and on a first-come-first-serve basis.

All adverts and Gallery advertorials must be booked and paid for by **5pm Friday 17th November 2017**.

Artwork and information for advertorials must be provided by **5pm Monday 4th December 2017**.

Technical Specifications

Joanna Macaulay, 03.07.2017



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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).

Sponsorship Opportunities

We offer a range of sponsorship opportunities which allow businesses to support the arts, arts industries and nurture new young graduate artists. The Culture & Business Fund Scotland offer match funding for sponsorship, £ for £ to eligible businesses and both in-kind and cash sponsorship are eligible, but must come from the sponsor's own funds, goods or services. 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 2018 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 2018 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.