



SPRING FLING ADVERTISING INFORMATION

An Introduction to Advertising in the Spring Fling 2012 Brochure

Spring Fling is Scotland's premier annual open studios event, generating over 30,000 visits to studios in Dumfries & Galloway's towns and villages each year.

The annual Spring Fling brochure, with its bold design and informative studio listings, presents an excellent opportunity for you to reach both visitors to and inhabitants of Dumfries & Galloway, as well as the region's network of artists, makers and arts professionals.

20,000 copies of the Spring Fling brochure are printed each year and distributed through local galleries, businesses and tourist offices, as well as directly to the public, the audience mailing list is currently in excess of 5,500. Experience shows that, while the event takes place during the Spring bank holiday weekend (2-5 June 2012) the collectable and superior quality Spring Fling brochure has a much longer shelf-life, operating as a guide to the region's artists, makers, galleries and other local businesses throughout the year.

Spring Fling Advertising Policy

As we wish to encourage artists and makers to apply to join Spring Fling, advertising by individual artists and makers is only open to Spring Fling members. Adverts taken out by individual artists and makers will be limited to a maximum size of 1/8 page and must not advertise an open studio planned solely for the same weekend as Spring Fling. Adverts taken out by individual artists and makers who are participating in the relevant year's event will not be limited to 1/8 page.

Advertising for courses, workshops and other enterprises run by members of Spring Fling who are participating in the relevant year's event will be offered at a reduced rate of 20% off the published rate. Spring Fling members not participating in the relevant year's event are invited to advertise at the standard rates.

Tourism-related businesses and venues are welcome to advertise, as are sponsors, funders and permanent galleries. Repeat advertisers in these areas are also offered advertising at a reduction of 20% off the standard prices (please note that 20% off the standard rate is the maximum reduction possible, unless the advertiser is a platinum or gold sponsor; if you would like information on how to become a sponsor please contact Leah on the details below).

Visual arts events are welcome to advertise as long as their event does not take place over the same weekend as Spring Fling. Other art-related and cultural events (eg dance, music, theatre) are welcome to advertise even if their event takes place on the same weekend as Spring Fling.

Disclaimer: final decisions regarding the acceptance of advertising by any individual, business or event will be at the discretion of the Spring Fling management committee.

Advertising rates

Full page £500
1/2 page £275
1/4 page £190
1/8 page £140

Premium positions (for maximum exposure)
Inside front cover - full page - £1000
Inside back cover - full page - £1000

Advert dimensions (mm) are as follows (please note the 2012 brochure will be the same size as the 2011 brochure)

Full page advert: 196mm high x 196mm wide – requires no bleed.

Half page: 196mm high x 97mm wide – requires no bleed.

Quarter page: 97mm high x 97mm wide – requires no bleed.

Eighth page: 47.5mm high x 97mm wide – requires no bleed.

All prices are correct as at October 2011. To book an advert with us you will need to pay in advance. We prefer payments by bank transfer to Spring Fling Account Number 65315772 Sort Code 08-92-99 with a reference of ads/organisation.name (i.e. ads/spring.fling). If you would like to pay by cheque please make payable to Spring Fling Open Studios and send to the address below.

Technical Specifications

Please supply adverts either by email to info@spring-fling.co.uk, 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 JPEG formats. If you need help designing an advert, we can organise this through the brochure designer, Tim Bremner, at a rate of £40 per hour (Tim would agree how many hours they would work in advance but most adverts shouldn't take more than one, or possibly two, hours).

Advertising deadlines

To guarantee a place in the 2011 Spring Fling brochure, all adverts must be booked and submitted by 6 December 2010. Last year we had to turn advertising requests down so please submit your requests before this date.

Contact details

Leah Black - Spring Fling Manager - Spring Fling Open Studios CIC
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Tel: 07544 556350 or 01387 213 218 - Email: info@spring-fling.co.uk - Web: www.spring-fling.co.uk

