

**Orange County Open Studio Tour** is an annual event organized by the members of the Orange County Artists Guild. Now in its **28th year**, the tour attracts patrons from across the region. Visitors travel from Virginia, South Carolina and as far away as New York for day trips and long weekends. This year an estimated **100 artists** will draw art patrons to 80+ locations in Orange County the **first 2 weekends in November**. Over **25,000** brochures distributed to studio tour fans every year.



**Contacts:**

Please use the general email for advertising artwork submissions:  
**ads@ocagnc.org**

**Catharine Carter**  
919-259-1519  
cartercatharine@gmail.com

**Cely Chicurel**  
919-225-7349  
celyc@mindspring.com

## 2022 STUDIO TOUR ADVERTISING RATES



# Advertising Rates

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Payment Deadline: July 1, 2022 | Artwork Deadline: July 15, 2022

Online Portal for Payment: [ocagnc.org/ads](http://ocagnc.org/ads)



## Primary Contact

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Business Information \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Phone Number: \_\_\_\_\_

Website: \_\_\_\_\_

Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_

**Payment/Invoice:** Please pay online or make checks payable to "Orange County Artists Guild", PO Box 216, Carrboro, NC 27510

NOTE: Please include your **business's name** for our accountant.

**Online Registration and Payment:** [ocagnc.org/ads](http://ocagnc.org/ads)

## Production Specifics:

All ads are full color. Please submit ads in one of the following digital formats.

File formats: eps, pdf, jpeg

Color mode: CMYK;

Resolution: 300 dpi

For social media post we will require the following to promote your business to tour patrons:

**Logo:** Preferably a vector format (.eps, .ai, .pdf) or high resolution .png .jpg

**Photo of business:** Interior or exterior photo (or both), minimum resolution 1500x1500 pixels.

## Standard Advertising Rates

The following choices are available:

- \$450 | Full Page Vertical**  
5.25"w x 9.75"h | 4 Social Media Posts
- Optional Guaranteed Position: \$600**  
Either Inside Front Cover or  
Inside Back Cover
- \$210 | 1/3 pg Horizontal**  
5.25"w x 3.25"h | 2 Social Media Posts
- \$210 | 1/3 pg Vertical**  
5.25"h x 2.5"w | 2 Social Media Posts
- \$110 | 1/6 pg Vertical**  
2.625"w x 3.25"h | 1 Social Media Posts

[Social Media will post during the promotional period (half before tour, half during the tour)]

## Non-profit and Guild Member Rates

- \$75 | 1/6 pg vertical**  
2 Social Media Posts  
2.625" x 3.25"
- \$150 | 1/3 pg horizontal**  
4 Social Media Posts
- \$150 | 1/3 pg vertical**  
4 Social Media Posts  
2.625" x 5.25"

## CIRCLE AD SIZE

