

Ashland Gallery Association
2024 ASHLAND GALLERY GUIDE
Display Advertising



“Ashland has carved out an international reputation for its artistic integrity and innovation.”

John Villani in “The 100 Best Art Towns in America,” places Ashland as the Top Arts Town with a population under 30,000.

About Us

The Ashland Gallery Guide is a visually compelling publication featuring the people and places at the center of Ashland's thriving fine arts scene. Produced annually by the Ashland Gallery Association since 1994, it serves as the definitive resource for galleries and artists based in Southern Oregon. The 2024 Edition will consist of gallery and artist displays, descriptions of annual events, and advertising like yours. The Gallery Guide will also appear on our [website](#) with links to advertiser's websites.

Our Mission

We at the Ashland Gallery Association have a vital interest in seeing art become a part of our daily lives. We publish the Gallery Guide to be a focal point for Ashland's visual arts and to inspire art viewers and art buyers to tap into Ashland's rich artistic heritage.

Who We Reach

With a circulation of 8,000 and ongoing distribution throughout the year to all of the best visitor centers, chambers of commerce, art centers, galleries, and hotels/B&Bs throughout Oregon and Northern California, the Gallery Guide reaches a growing audience of art enthusiasts that actively seek the finest in life. Our audience demographic includes fine art, music, theatre, film, and those who enjoy traveling, eating out, sipping wine, shopping, and all of the adventures that Southern Oregon has to offer. Thousands of tourists often happily discover Ashland's galleries and First Friday Art Walk as a result of reading the Gallery Guide.

Why Advertise With Us

With options beginning at \$714.00, reach your dream demographic. The Gallery Guide is read by a culturally sophisticated crowd with disposable income that are actively looking for ways to enjoy their time in Ashland.

Find strength in numbers. The AGA helps you market your business through an increasingly varied and wide distribution, thanks to our Travel Team. Our online presence includes your ad complete with a link to your website in a page-by-page version of the Gallery Guide.

Use your marketing budget effectively. With a full year of shelf life through replenishing and finding new placements, the Gallery Guide offers the highest return on your advertising dollar.

Having a presence within the Ashland Gallery Guide has been instrumental to getting both local and tourist communities in our door. The Gallery Guide is stunning, FREE, and speaks directly to Ashland's sensibilities which attracts the kind of patron we want. We are very fortunate to have such a beautiful publication available to our community. - Scott Malbourn, Director, Schneider Museum of Art

As Ashland's oldest gallery, we have continually relied on the Ashland Gallery Association's Gallery Guide, as it is informative, beautifully designed, and well distributed. The guide has been and still is essential to the well being and continued growth of our business. We often get calls from visitors who have taken the guide home and want to connect with us. - Judy Howard, Hanson Howard Gallery

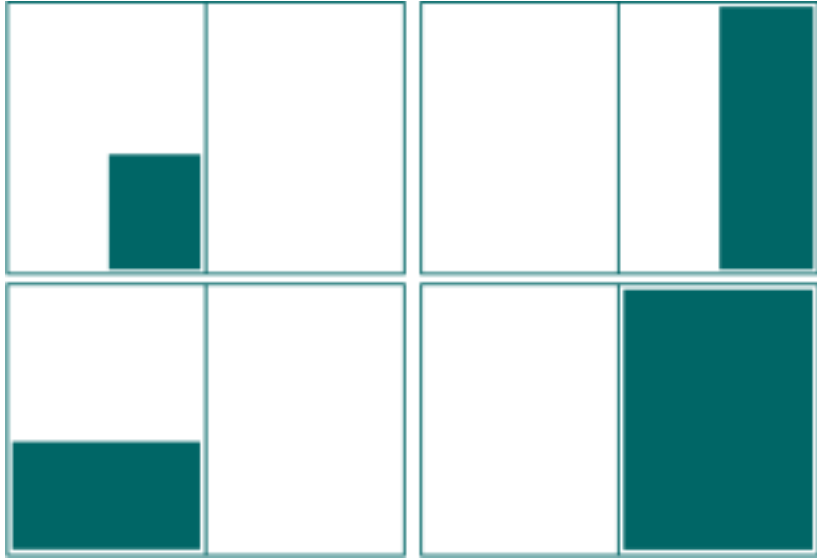
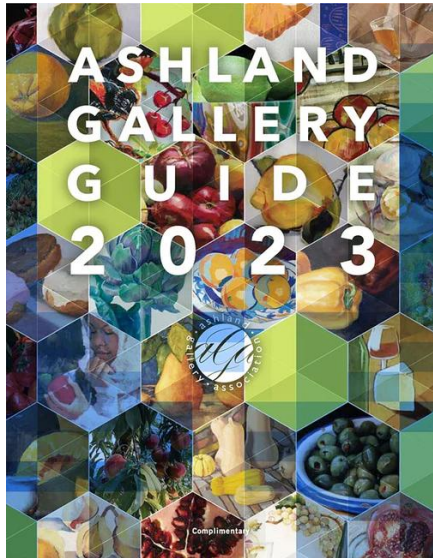
Display Advertising

Display advertising is placed after the editorial section in the Gallery Guide.

To Purchase Display Advertising

Please complete the Advertising Contract and send it with your check to: Ashland Gallery Association, PO Box 241, Ashland, OR 97520

Display Advertising Sizes



Quarter Page: 3.563" w x 4.688" h

Half Page Horizontal: 7.375" w x 4.688" h

Half Page Vertical: 3.563" w x 9.625" h

Full Page: 8.375" w x 10.875" h (trim size) Please include .125" bleed on all sides. Final file 8.625" x 11.125"

Specifications

Please prepare the materials for your ad as follows:

- CMYK Only: No Pantone Colors or Spot Colors
- 300 ppi
- Save as PDF (Press Quality setting or PDF/x-1a) Full-page ads must have .125" bleed included on all sides. - Please include your name in the file name.
- Files not conforming to these specifications will be sent back to you for modification. If you don't understand what these specifications mean, then we recommend that you hire a professional designer to convert your file for you.

File Delivery Instructions via Email

Please email all files under 15mb to Bruce Bayard at b@babayard.com.

Questions?

For advertising questions, please contact Paige Gerhard at administrator@ashlandgalleries.com.

For questions regarding submission of all materials, please contact Bruce Bayard at b@babayard.com or at 541-482-2253.

If you would like Studio A.B to design your ad for an hourly rate of \$75.00, then please contact Bruce Bayard at b@babayard.com or at 541-482-2253.

Final Deadline for ALL Payments and Materials: January 15, 2024

Display Advertising Contract

To purchase display advertising, please complete this Advertising Contract and send it with your check to: Ashland Gallery Association, PO Box 241, Ashland, OR 97520.

Business Name: _____ Contact Person: _____

Mailing Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Select Ad Size

- Quarter Page 3.563" w x 4.688" h
Early Bird Price (November 15, 2023): \$714 Standard Price (January 15, 2024): \$840
- Half Page Horizontal 7.375" w x 4.688" h
Early Bird Price (November 15, 2023): \$918 Standard Price (January 15, 2024): \$1080
- Half Page Vertical 3.563" w x 9.625" h
Early Bird Price (November 15, 2023): \$918 Standard Price (January 15, 2024): \$1080
- Full Page 8.375" w x 10.875" h*
Early Bird Price (November 15, 2023): \$1198 Standard Price (January 15, 2024): \$1410
- Inside Back Cover 8.375" w x 10.875" h*
~~**Early Bird Price (November 15, 2023): \$1402 Standard Price (January 15, 2024): \$1650**~~
- Back Cover 8.375" w x 10.875" h*
~~**Early Bird Price (November 15, 2023): \$1632 Standard Price (January 15, 2024): \$1920**~~

Please Note: The asterisk indicates trim size. Make sure to add a .125" bleed on all four sides. The final file should be 8.625" x 11.125". Email all files under 15mb to Bruce Bayard at b@babayard.com.

Cost Signature

Total Cost Enclosed: _____ Signature: _____

Date: _____

Please send this form with a check payable to: Ashland Gallery Association, PO Box 241, Ashland, OR 97520 To use a credit card, visit ashlandgalleries.com/resources.

Questions?

For advertising questions, please contact Paige Gerhard at administrator@ashlandgalleries.com.

For questions regarding submission of all materials, please contact Bruce Bayard at b@babayard.com or at 541-482-2253.

www.ashlandgalleries.com
Ashland Gallery Association, PO Box 241, Ashland, OR 97520