

Ashland Gallery Association  
**2024 ASHLAND GALLERY GUIDE**  
Member Listings and 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.

## What Your Membership Includes

The following information outlines different benefits associated with membership.

### Gallery Membership

This membership category is reserved for full-fledged art galleries, retail businesses, or organizations with a storefront in Ashland that are principally engaged in the promotion and sale of fine art, handcrafted art, and/or functional art. Gallery Membership requires that the majority of the floor space and inventory be dedicated to visual art. Acceptance is determined by a majority of board members at an Executive Board Meeting.

- Gallery Membership Cost: \$450.00, Prorated fees apply for mid-year memberships.
- Listing in the Ashland Gallery Guide (Printed and Online Edition): Gallery Members receive a free full-page listing as a member, plus a 50% discount on advertising in the Ashland Gallery Guide.
- Website: Gallery Members receive a web page on the website under 'Galleries & Studios' with a direct link to their website.
- First Friday Art Walk: Gallery Members must participate in at least 9 out of 12 First Friday Art Walks. Those who do participate are included in an online monthly exhibitions listing and map.
- Committees and Executive Board: Gallery Members are strongly encouraged to have a representative participate on at least one AGA Committee and serve on the Executive Board, if elected.
- Voting: Gallery Members are strongly encouraged to have a representative attend General Board Meetings and vote on all issues that are brought up during these meetings.
- AGA Logo: Gallery Members are allowed to display the logo in advertising and on a plaque or window decal in their gallery, retail business, or organization. Members are also strongly encouraged to mention membership in both advertising and press releases.
- Group Advertising: Gallery Members are included in group advertising such as monthly press releases, e-newsletters, community calendars, radio announcements, and social media.

### Associate Membership

This membership category is for businesses with a storefront in Ashland that display and sell artwork, but not as their primary focus. Retail businesses who sell and exhibit artwork also qualify. Acceptance is determined by a majority of board members at an Executive Board Meeting.

- Associate Membership Cost: \$350.00, Prorated fees apply for mid-year memberships.
- Listing in the Ashland Gallery Guide (Printed and Online Edition): Associate Members receive a free half-page listing as an Associate Member, plus a 35% discount on advertising in the Ashland Gallery Guide.
- Website: Associate Members receive a web page on the website under 'Galleries & Studios' with a direct link to their website.
- First Friday Art Walk: Associate Members are encouraged to participate in First Friday Art Walks. Those who do participate are included in an online monthly exhibitions listing and map.
- Committees and Executive Board: Associate Members are strongly encouraged to have a representative participate on at least one AGA Committee and serve on the Executive Board, if elected.
- Voting: Associate Members are strongly encouraged to have a representative attend General Board Meetings and vote on all issues that are brought up during these meetings.
- AGA Logo: Associate Members are allowed to display the logo in advertising and on a plaque or window decal in their gallery, retail business, or organization. Members are also strongly encouraged to mention membership in both advertising and press releases.
- Group Advertising: Associate Members are included in group advertising such as monthly press releases, e-newsletters, community calendars, radio announcements, and social media.

### **Working Studio Membership**

This membership category is for individual artists or a small group of artists with an active and working studio in Ashland that is periodically open to the public, but does not qualify for Gallery or Associate Membership. Acceptance is determined by a majority of board members at an Executive Board Meeting.

- Working Studio Membership Cost: \$250.00, Prorated fees apply for mid-year memberships.
- Listing in the Ashland Gallery Guide (Printed and Online Edition): Working Studio Members receive a free quarter-page listing as a Working Studio Member, plus a 25% discount on advertising in the Ashland Gallery Guide.
- Website: Working Studio Members receive a web page on the website under 'Galleries & Studios' with a direct link to their website.
- First Friday Art Walk: Working Studio Members are encouraged to participate in First Friday Art Walks. Those who do participate are included in an online monthly exhibitions listing and map.
- Ashland Open Studio Tour: Working Studio Members are eligible to participate in Ashland Open Studio Tour.
- Committees and Executive Board: Working Studio Members are encouraged to participate on AGA Committees and serve on the Executive Board, if elected.
- Voting: Working Studio Members are encouraged to attend General Board Meetings and participate in discussions, but not to vote unless elected to serve on the Executive Board.
- Group Advertising: Working Studio Members are included in group advertising such as monthly press releases, e-newsletters, community calendars, radio announcements, and social media.

### **Neighboring Arts Organization Membership**

This membership category is for galleries, art museums, and working studios outside of Ashland in Southern Oregon and Northern California. Acceptance is determined by a majority of board members at an Executive Board Meeting.

- Neighboring Arts Organization Membership Cost: \$225.00, Prorated fees apply for mid-year memberships.
- Listing in the Ashland Gallery Guide (Printed and Online Edition): Neighboring Arts Organization Members receive a free quarter-page listing as a Neighboring Arts Organization Member, plus a 25% discount on advertising in the Ashland Gallery Guide.
- Website: Neighboring Arts Organization Members receive a web page on the website under 'Neighboring Arts Organizations' with a direct link to their website.
- Ashland Open Studio Tour: Neighboring Arts Organization Members may be eligible to participate in Ashland Open Studio Tour.
- Committees and Executive Board: Neighboring Arts Organization Members are encouraged to participate on AGA Committees and serve on the Executive Board, if elected.
- Voting: Neighboring Arts Organization Members are encouraged to attend General Board Meetings and participate in discussions, but not to vote unless elected to serve on the Executive Board.
- AGA Logo: Neighboring Arts Organization Members are allowed to display the AGA logo in advertising and on a plaque or window decal in their gallery, retail business, or organization. Members are also strongly encouraged to mention membership in both advertising and press releases.
- Group Advertising: Neighboring Arts Organization Members are included in group advertising such as monthly press releases, e-newsletters, community calendars, radio announcements, and social media.

### **Artist Membership**

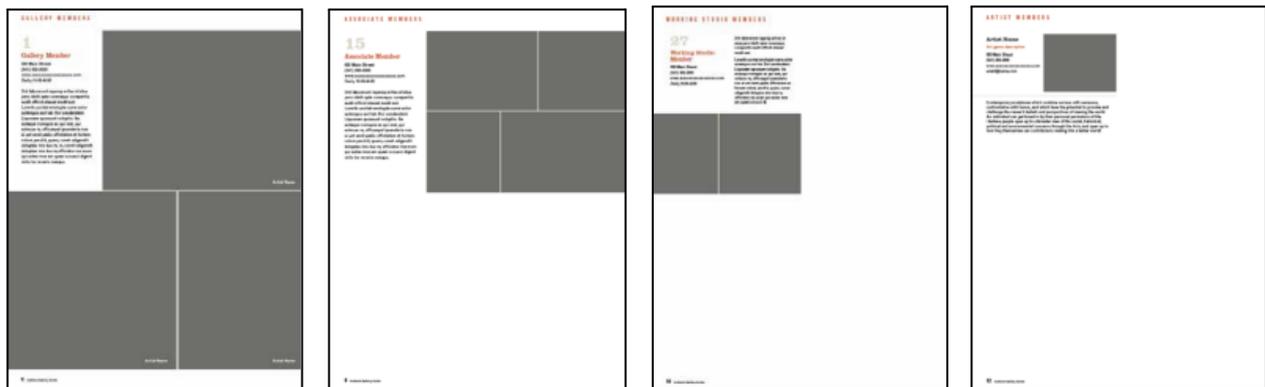
This membership category is designed for individual artists. All visual artists in Southern Oregon and Northern California are encouraged to join and become active participants in our artistic community.

- Artist Membership Cost: \$100.00 (Early Bird Rate) or \$150.00 (Regular Rate), Prorated fees apply for mid-year memberships.
- Listing in the Ashland Gallery Guide (Printed and Online Edition): Artist Members receive a free one sixth-page listing, plus a 15% discount on advertising in the Ashland Gallery Guide.
- Website: Artist Members receive a web page on the website under 'Artists' with a direct link to their website.
- Ashland Open Studio Tour: Artist Members are eligible to participate in Ashland Open Studio Tour.
- Committees and Executive Board: Artist Members are encouraged to participate on AGA Committees and serve on the Executive Board, if elected.
- Voting: Artist Members are encouraged to attend General Board Meetings and participate in discussions, but not to vote unless elected to serve on the Executive Board.
- Group Advertising: Artist Members are included in group advertising such as monthly press releases, e-newsletters, community calendars, radio announcements, and social media.

## A Few Important Definitions

Member Listing: A Member Listing is a full page, ½ page, ¼ page, or ⅙ page listing in the front portion of the Gallery Guide.

Display Advertising: Display Advertising is NOT included as a part of your membership. It's a separate and individual ad that is listed in the editorial section of the Gallery Guide.



Gallery Members: Full Page Listing

Associate Members: Half Page Listing

Working Studio Members: Quarter Page Listing

Neighboring Arts Organization Members: Quarter Page Listing

Artist Members: One Sixth Page Listing

## Submitting Your Materials

The Gallery Guide and Website Listing includes an image, medium of artwork, contact information (name, address, phone number, email, website), and 50-75 word artist statement. If possible, please send one extra image and label which one is for your listing and which one is extra. Please email all new information and images to Bruce Bayard at [b@babayard.com](mailto:b@babayard.com).

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

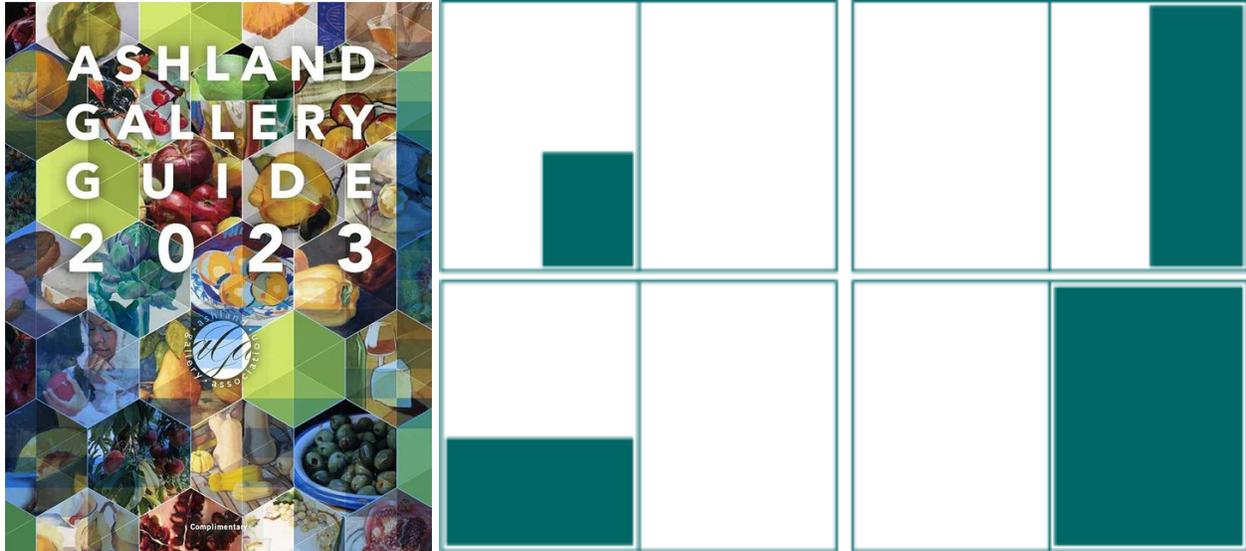
## Display Advertising

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](mailto:b@babayard.com).

## Questions?

For advertising questions, please contact Paige Gerhard at [administrator@ashlandgalleries.com](mailto:administrator@ashlandgalleries.com).

For questions regarding submission of all materials, please contact Bruce Bayard at [b@babayard.com](mailto: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](mailto:b@babayard.com) or at 541-482-2253.

## 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  
To view pricing for each membership category, please [click here](#).
- Half Page Horizontal 7.375" w x 4.688" h  
To view pricing for each membership category, please [click here](#).
- Half Page Vertical 3.563" w x 9.625" h  
To view pricing for each membership category, please [click here](#).
- Full Page 8.375" w x 10.875" h\*  
To view pricing for each membership category, please [click here](#).
- Inside Back Cover 8.375" w x 10.875" h\*  
To view pricing for each membership category, please [click here](#).
- Back Cover 8.375" w x 10.875" h\*  
To view pricing for each membership category, please [click here](#).

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](mailto: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](http://ashlandgalleries.com/resources).

## Questions?

For advertising questions, please contact Paige Gerhard at [administrator@ashlandgalleries.com](mailto:administrator@ashlandgalleries.com).

For questions regarding submission of all materials, please contact Bruce Bayard at [b@babayard.com](mailto:b@babayard.com) or at 541-482-2253.

**[www.ashlandgalleries.com](http://www.ashlandgalleries.com)**  
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