

# Back by Popular Demand!

## Let 32,000 potential customers see what you have to offer.

### Advertise in the Rotary Art show Program.

Last year's expanded program was a huge success for everyone — our artists, advertisers and art show attendees. Once again we are offering ads in our program including a Featured Artist 1/10 page ad.<sup>1</sup>

Distribution of programs will be 32,000. Programs will be delivered to 28,000 homes in Saratoga and Los Gatos through the Saratoga News and Los Gatos Weekly.

This means that you can significantly increase your exposure to potential buyers prior and during the Show:

- 32,000 programs will be printed  
28,000 will be delivered to homes in Saratoga and Los Gatos by the *Saratoga News* and *Los Gatos Weekly* during the week before the show
- 4,000 will be given to visitors at the Show and available to sponsoring Show businesses for distribution
- Our program will be full color, 8 1/2 x 11<sup>1</sup>

#### Ad Rates

As an incentive to have your ad featured in this program, we are offering a special Early Bird Discount this year.

Ad Size	Normal Rates	2012 Early Bird Rates (space reservations due March 10 to qualify)
Full page — 7 1/2 x 10	\$1750	\$1600
Half page — 7 1/2 x 4 7/8	\$ 900	\$800
Quarter Page — 3 7/8 x 4 7/8	\$ 450	\$400
Sixth Page — 2 1/4 x 4 7/8	\$300	\$260
Featured Artist — 2 x 1 1/2	\$190	\$175

Full page, 1/2, 1/4 page ads are the responsibility of the advertisers and electronic completed files must be submitted (see Artwork Specification on reverse side).

Featured artist (1/10 page) ads will show a high resolution image as well as your 80 word description of your work and website address. Images and descriptions are the responsibility of the artist and must be submitted as per

Artwork Specifications.

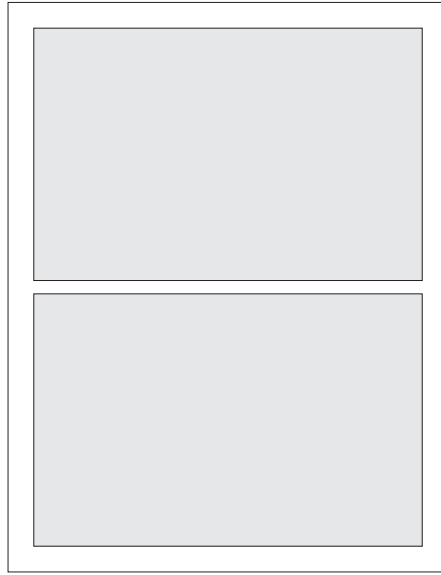
Ad reservations and payments (which may be done on-line) are due March 25 (except Early Bird, due March 10). All materials for production are due April 1. More information and specifics are available on our website: [www.saratogarotary.org](http://www.saratogarotary.org) or by calling (408) 725-2434.

## Ad Size

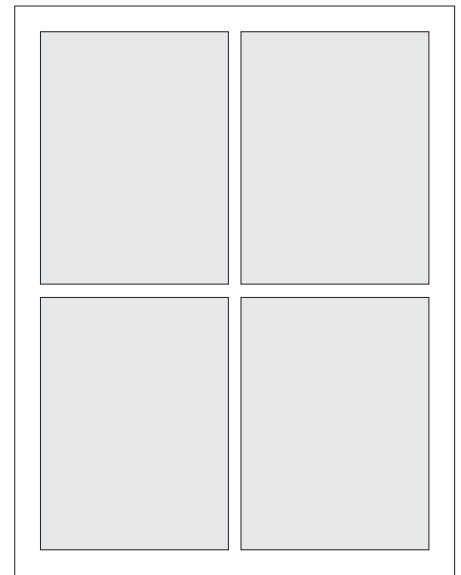
Full Page — 7 ½ x 10



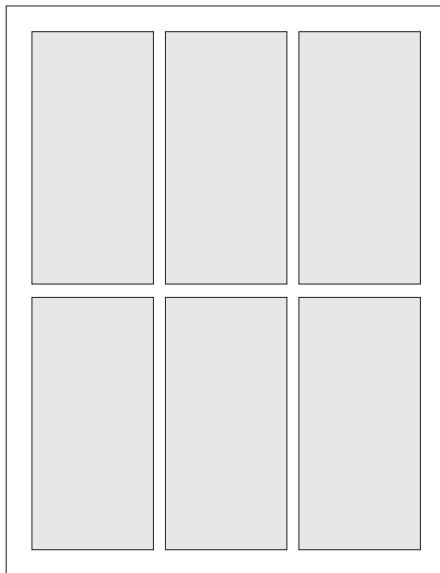
Half Page — 7 ½ x 4 ¾



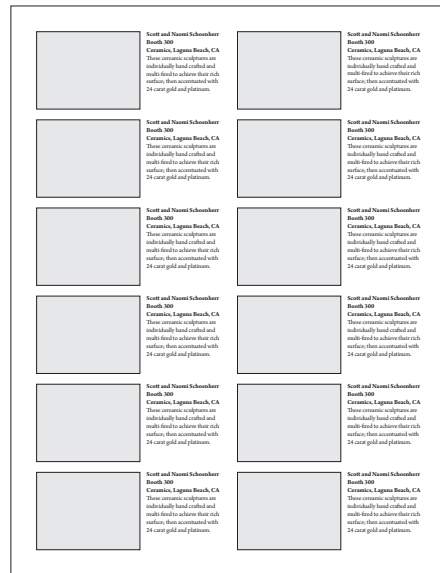
Quarter Page — 3 ⅝ x 4 ⅞



Sixth Page — 2 ¼ x 4 ⅞



Featured Artist — 2 x 1 ½



## Artwork Specifications

- Electronic files required. Due April 1. Files may be sent via email to [deborice@aol.com](mailto:deborice@aol.com) and to [fjp@paredes.cc](mailto:fjp@paredes.cc). Mail CDs to Paredes Design, 1415 Gibbons Drive, Alameda, CA 94501.
- Images file is to be supplied as a high resolution image (300 dpi) in .jpeg, .tif or PDF format. Do not send files from websites, they are low resolution and are **NOT** acceptable.
- All images should be actual size and converted to CMYK (not RGB).
- All fonts must be converted to outlines (MAC/PC)
- The name of the file should be the **BUSINESS OR ARTISTS' NAME** (not the name of the piece).

*The quality of the printed ad or artwork is dependent on the quality of the artwork submitted.*