



# Artmap Argyll

## Advertising & Venue Information - Artmap Argyll Directory No.12 (2019)

### 2019 Open Studio Event

Friday 23<sup>rd</sup> to Monday 26<sup>th</sup> August  
Saturday 31<sup>st</sup> August & Sunday 1<sup>st</sup> September

The annual Artmap Argyll **Red Dot** Open Studios event has grown from the 20 artists to an established annual event. In 2018 we added a second weekend to the event and we are doing the same again for 2019 as this provide popular with the studio who took part and visitors.

Studios and venues are across Argyll in some of the most beautiful locations in the UK. We welcome visitors to enjoy the outstanding scenery as part of the event as well as the insights and experiences of seeing the private spaces of artists' studios first hand.

Each year we print an attractive directory with a bold map design and bespoke branding which can give your business or venue an excellent opportunity to reach wider markets - to local communities, business visitors, tourists and to the region's creative community of artists and makers.

The **Red Dot** trail has increased in popularity and has become the premier visual arts event in Argyll & Bute's cultural calendar. It is funded by a combination of artist membership fees, advertising and partnerships and is delivered almost entirely by enthusiastic volunteer artists and overseen by a Management Committee.

With over **3,000** visitors in 2018 the event has generated sales of artwork of over **£30,000** and many of our visitors make return visits that support local businesses. Last year we printed **7,000** A6 directories. For the 2019 event we will be looking to repeat this process as well as improve our digital and social media presence, building on the new web site created in 2018.

The **collectable** Artmap brochure has a long shelf life, operating as a reference guide to artists, makers, galleries and other local businesses throughout the year. One event survey showed that visitors plan this event in their diary sometimes many months ahead, promoting Argyll & Bute as a vibrant cultural destination.

## Artmap Argyll advertising policy

Related businesses and organisations are welcome to advertise or become a venue at the following rates:

### Sponsored Red Dot Venue & number - £175

- Contact Melanie Chmielewska [remel898@btinternet.com](mailto:remel898@btinternet.com) if you are interested in becoming a Sponsored Red Dot Venue. We require that you are a Gallery, Museum or other relevant exhibiting venue (hotel, restaurant etc). We have a new online facility for members and venues to upload images and information. Contact Brian Barker for links at [brian@barkernet.co.uk](mailto:brian@barkernet.co.uk)

### Business advertising

- Inside Back or inside Front Cover £300
- Middle Two pages £500
- Full Page £150
- 1/2 Page £80

Artwork for adverts should be high resolution (300dpi print quality) and submitted in PDF or JPEG formats.

Dimensions -

- Full Page - 142x99mm (portrait format)
- Half Page - 69x99mm (landscape format)

Deadline for artwork is 14<sup>th</sup> April 2019

Artmap Contact - Melanie Chmielewska [remel898@btinternet.com](mailto:remel898@btinternet.com)

## Payment of Adverts by 14th April 2019

Preferred payment is via the Artmap Argyll web site at

<https://artmapargyll.co.uk/product-category/brochure/>

or by BACS:

Pay Artmap Argyll

Account 06002395

Sort Code 80-08-86

Reference your business name (**essential**)

Contact: [admin@artmapargyll.co.uk](mailto:admin@artmapargyll.co.uk) for payment enquiries.