



Artmap Argyll

Advertising & Venue Information - Artmap Argyll Directory No.13 (2020)

2020 Open Studio Event

Friday 21st to Monday 24th August
Saturday 29th to Sunday 30th August

The annual Artmap Argyll **Red Dot** Open Studios event has grown from the original 20 artists to an established annual event. In 2019 we retained the two weekend format and added a preview exhibition/launch event and we are doing the same again for 2020 as this proved popular with the studios 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 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 2019 the event generated sales of artwork of over **£50,000** and many visitors make return visits that support local businesses. In 2019 we printed **5,000** A6 directories. For the 2020 event we aim to increase numbers and improve our social media presence, building on the new web site that has improved mapping and studio and venue profiles for 2020.

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 melaniesculpture@gmail.com if you are interested in becoming a Sponsored Red Dot Venue. We require that you are a Gallery, Museum or other relevant venue (hotel, restaurant etc).
- All venues have full page entry in the brochure and profile on the Artmap web site - contact Brian Barker for links at 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 14th April 2019

Artmap Contact - Melanie Chmielewska melaniesculpture@gmail.com

Payment of Adverts by 12th April 2020

Preferred payment is via the Artmap Argyll web site at

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

or by BACS:

Pay Artmap Argyll

Account 50044539

Sort Code 82-62-11

Reference your business name (**essential**)

Contact: admin@artmapargyll.co.uk for payment enquiries. (Please e-mail us if paying by BACS.)