

# We're seeking Sponsors!



## Off The Beaten Path Florida Arts Tour

*The 7th Annual Off The Beaten Path Florida Arts Tour is a grass roots federation of professional artists and community patrons creating an annual cultural adventure for art lovers and collectors while providing educational and interactive experiences at working art studios in Central Florida. Target audiences include art buyers, collectors, cultural tourists, gallery owners, curators and destination travelers.*

**The Tour hosts a WEBSITE and produces 15,000 full color STUDIO GUIDES for year-round distribution  
Coverage includes Lake and Volusia Counties**

**Sponsorship DEADLINE is May 30, 2017  
Website inclusion begins August 15, 2017  
Studio Guide distribution begins September 1, 2017  
Sponsors are also promoted on PR materials where applicable**

### LEVELS OF PARTICIPATION

#### **PLATINUM LEVEL**

**\$1000 and up**

*Selection of image(s) for STUDIO GUIDE COVER with credit  
Logo or Name given top placement on STUDIO GUIDE Sponsor page  
and on Tour Website with link to your site  
PR & media mentions where applicable*

#### **GOLD LEVEL**

**\$500 - 999**

*Logo or Name given top placement on STUDIO GUIDE Sponsor page  
and on Tour Website with link to your site  
PR & media mentions where applicable*

#### **SILVER LEVEL**

**\$200 - 499**

*Logo or Name secondary placement on STUDIO GUIDE Sponsor page  
and Tour Website listing only (no link)*

#### **FRIENDS LEVEL**

**under \$200**

*Personal or Business name listed on STUDIO GUIDE Sponsor page  
and Website listing only (no link)*

### TO PARTICIPATE CONTACT:

**LAKE COUNTY - Kace Montgomery: [art@kacemontgomery.com](mailto:art@kacemontgomery.com) / 352-406-1990**

**WEST VOLUSIA COUNTY - John Wilton: [jwilton@stetson.edu](mailto:jwilton@stetson.edu) / 386-956-2737**

**EAST VOLUSIA COUNTY/North - Trish Vevera: [trishvevera0224@gmail.com](mailto:trishvevera0224@gmail.com) / 386-586-0253**

**EAST VOLUSIA COUNTY/South - Beau Wild: [beauwild4@gmail.com](mailto:beauwild4@gmail.com) / 386-322-4249**

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

# **Advertising Rates and Specs**

## **Florida Arts Tour Annual STUDIO GUIDE 2017-18**

### **FULL PAGE**

7.5"w x 9.5"h

*Standard (inside): \$1800*

*Premium (inside front cover  
or inside back cover): \$2200*

*Deadline for submission  
and payment: May 30*

*Deadline for camera ready  
copy: June 15*

*ALL Ads are full color*

*Approximately 48 page booklet*

*Distribution begins Sept 1, 2017*

*Expected run: 15,000*

### **HALF PAGE**

3.75"w x 9.5"h

*Standard (inside): \$800*

*The Annual Guide to  
Professional Artists' Studios  
participating in the  
"Off The Beaten Path"  
Florida Arts Tour -  
a free, self-guiding tour through  
Central Florida to Studios and  
Cultural Institutions*

### **QUARTER PAGE**

3.75"w x 4.75"h

*Standard (inside): \$350*

#### **To place your ad contact:**

LAKE COUNTY -  
[art@kacemontgomery.com](mailto:art@kacemontgomery.com) / 352-406-1990

WEST VOLUSIA COUNTY -  
[jwilton@stetson.edu](mailto:jwilton@stetson.edu) / 386-956-2737

EAST VOLUSIA COUNTY: NORTH -  
[trishvevera0224@gmail.com](mailto:trishvevera0224@gmail.com) / 386-586-0253

EAST VOLUSIA COUNTY: SOUTH -  
[beauwild4@gmail.com](mailto:beauwild4@gmail.com) / 386-322-4249