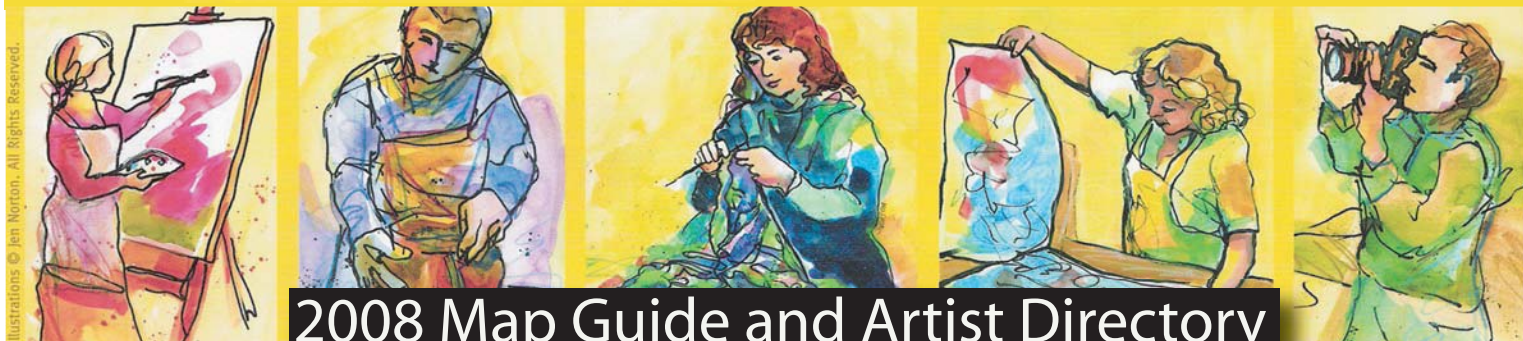


2008 SILICON VALLEY
OPEN
STUDIOS

22nd Anniversary Year!
 First 3 Weekends
 in May



2008 Map Guide and Artist Directory

Open Studios is one of the oldest, largest and most popular cultural events in the Silicon Valley. During the first 3 weekends every May, artists covering the region from the top of San Mateo County to the Southern end of Santa Clara County open their studios to the public. Its purpose is to educate the general public, art enthusiasts, collectors and others with the variety of works created by the artists of their community. Visitors can meet the artists in their work spaces, converse with them about their work and purchase art directly from the studio. As an Advertising Sponsor, your support of your artistic community has a number of benefits:

Reach new, qualified customers

Beginning in March, we will distribute 40,000 SVOS Map Guides throughout San Mateo and Santa Clara counties. They are free to the public and found in coffee shops, bookstores, restaurants, retail stores, all public libraries, and all Caltrain stops from Gilroy to SF.

Promote your brand in the creative community

Effectively reach tens of thousands of art lovers in Silicon Valley who are professionals with disposable income and enjoy buying art, buying homes, remodeling and furnishing their homes, dining out, traveling and shopping.

Reinforce your reputation with existing customers

Your advertising dollars serve as a tax-deductible donation to Silicon Valley Visual Arts, a 501(c)3 non-profit arts organization, supporting Open Studios as well as these valuable programs: Open Studios for Schools and Society of Local Artists (SOLA).

Ad Sizes	Dimensions (inches)	Color	B/W
Outside Back Cover	8.375 h x 10.875 w at crop (add 1/8 bleed if images touch edge)	\$3750	NA
Inside Front Cover	10.625 h x 8.125 w	\$3300	NA
Page One (full page)	10.625 h x 8.125 w	\$3300	NA
Inside Back Cover	10.625 h x 8.125 w	\$3150	NA
Full Page (not page one)	10.625 h x 8.125 w	\$2750	\$2500
2/3 Page	7.08 h x 8.125 w	\$2000	\$1800
1/2 Page	Horiz = 5.31 h x 8.125 w Vert = 10.625 h x 4.0625 w	\$1500	\$1300
1/3 Page	Horiz = 3.54 h x 8.125 w Vert = 7.08 h x 4.0625 w	\$1100	\$900
1/4 Page	5.31 h x 4.0625 w	\$900	\$700
1/6 Page	3.54 h x 4.0625 w	\$700	\$500
1/12 Page (business card)	1.77 h x 4.0625 w	\$400	\$300

