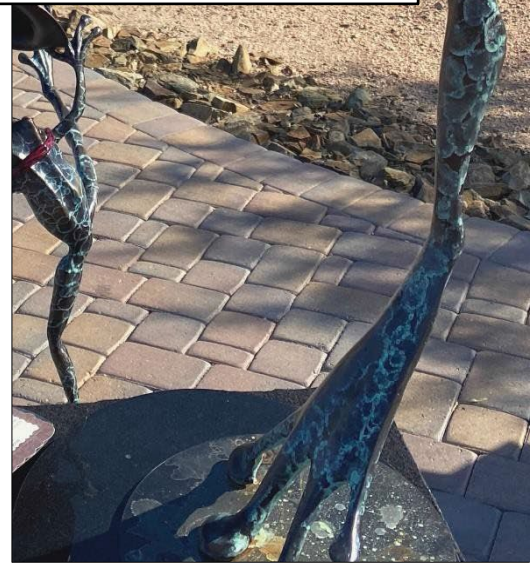




## Hidden In The Hills Artist Studio Tour



**SPONSORSHIP & COMMERCIAL ADVERTISING  
EVENT DIRECTORY**

# 2023 MEDIA KIT



# ABOUT HIDDEN IN THE HILLS

The mission of the Hidden in the Hills Artist Studio Tour is to provide an opportunity for the public to visit the workspaces of dedicated artists in the Sonoran Foothills, to learn about the artist's methodology and process and to purchase directly from them in a friendly, engaging atmosphere that showcases quality art.

A signature event of the non-profit Sonoran Arts League, the 2023 tour will feature artists in various studio locations throughout the scenic Desert Foothills communities of Cave Creek, Carefree, and North Scottsdale.

Now in its 27th year, the free, self-guided studio tour offers seasoned collectors and art enthusiasts a rare chance to observe artists at work in their private studios during the six-day tour. The studio tour also attracts holiday shoppers seeking original, unique gifts.

Each studio has one or more guest artists who also display and sell their work. All artists are Sonoran Arts League members, and several will be coming from different parts of the state to participate in the annual event.

**2023 EVENT DATES:**

**NOV. 17, 18 & 19 + NOV. 24, 25 & 26**



# REACH

- ♦ The Hidden in the Hills Artist Studio Tour include approximately 50,000 studio visits and contributes to the sale of over \$1,000,000 in art over 6 days.
- ♦ 9,000 Hidden in the Hills Directories & 65,000 Maps are distributed by 175+ participating artists, at local area attractions and hotels, and the Sonoran Arts League - Ralph Deuschle Arts Learning Studio (Studio One on the Hidden in the Hills Map).
- ♦ Over 75,000 unique website visitors monthly. Hidden in the Hills advertisers remain searchable on the League website for 12 months following publication.

## ATTENDEE DEMOGRAPHICS

- ♦ Median Age: 56
- ♦ Women: 64.5% Men: 35.5%
- ♦ College Educated: 68%
- ♦ Median Home Value: \$895,250
- ♦ Median Household Income: \$75,000+
- ♦ Contacted or Purchased from Advertiser: 92%
- ♦ Keep Hidden in the Hills Directory Post Event: 7 Months

Source: Hidden in the Hills Post Event Attendee Surveys



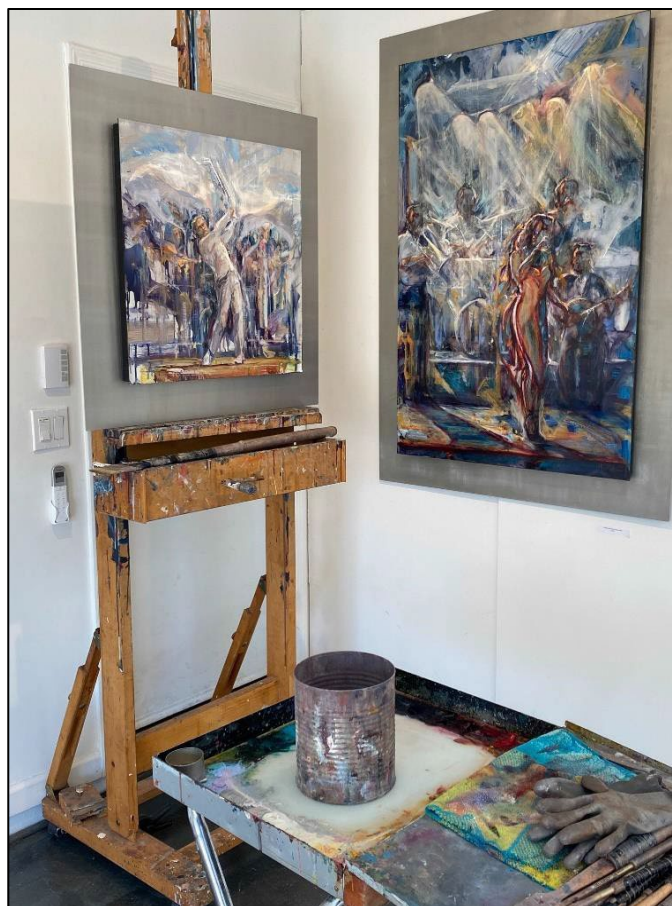
# AD SIZES & ADVERTISING RATES

AD SIZE	EARLY BIRD PRICE (ENDS 5/31)	PRICE
2 PAGE SPREAD	\$1,950	\$2,085
FULL PAGE COLOR	\$1,150	\$1,200
HALF PAGE COLOR	\$ 765	\$ 800
QUARTER PAGE COLOR	\$ 550	\$ 585
BUSINESS CARD SIZE	\$ 175	\$ 200

For more information on 2023 Sponsorship opportunities, please contact Janey White, Chief Operating Officer, Sonoran Arts League at [janey.white@sonoranartsleague.org](mailto:janey.white@sonoranartsleague.org) or 480-575-6624.

For more information on the Hidden in the Hills Directory and Advertising, please contact either Gail Haire at 703-966-7334, [gailann06@gmail.com](mailto:gailann06@gmail.com) or Carol Tenwalde at 707-888-4215, [carol@blingbeadedbaubles.com](mailto:carol@blingbeadedbaubles.com).

**EARLY BIRD PRICING:** To receive Early Bird Pricing, ad artwork must be submitted and paid for on or prior to **May 31, 2023**. If both conditions are not met by the stated deadline, the ad will be billed at regular price. Any ad not paid in full prior to **June 24, 2023**, will be dropped from the publication.



# HIDDEN IN THE HILLS

## AD PRODUCTION INFORMATION

### FILE FORMATS

We accept the following file formats:

- JPG
- PDF (print quality)
- EPS (outline all fonts and embedded all images in the file)

### FONTS

Fonts are required to be embedded in the file supplied. Please note that if fonts are not embedded substitution may occur. We will not be responsible for font substitutions from unembedded fonts.

### PHOTOGRAPHY AND GRAPHICS

All final ads, photos and graphics should be supplied using CMYK color space with a minimum of 300 ppi at final size. Depending on actual resolution size, up-sizing a low resolution image or graphic (any image below 300 ppi) to 300 ppi may degrade the quality of your photo. Note: Digital cameras take RGB photos and these photos must be converted to CMYK prior to supplying your ad.

### AD PROOFING

All ads submitted will be available for proofing prior to final printing. It is recommended that you, and any other artists displayed in your ad, proof all content prior to submission.

### NEED HELP PREPARING YOUR AD?

If you do not have a resource, call the League office for a list.

### GENERAL

You assume complete liability for all content of advertisements printed and also assume all liability for any claims arising against the publisher. The Sonoran Arts League reserves the right to refuse any advertising on the grounds of content and/or quality. You are responsible for checking the ad for content and accuracy.

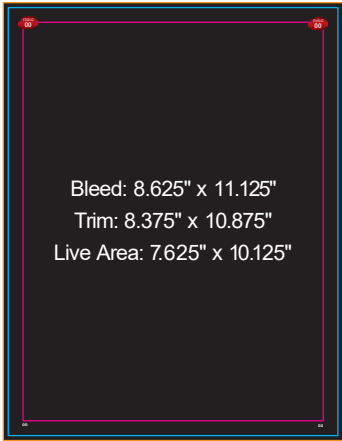
**Please see the following page for ad sizes and additional instructions >**



**AD SIZES (width x height):**

Full Page (with Bleed)	Live Area: 7.625" x 10.125"	Trim: 8.375" x 10.875"	Bleed: 8.625" x 11.125"
Full Page (Non-Bleed)	Ad Size: 7.625" x 10.125"		
Double Page (with Bleed)	Live Area: 16" x 10.125"	Trim: 16.75" x 10.875"	Bleed: 17" x 11.125"
Double Page (Non-Bleed)	Ad Size: 16" x 10.125"		
Half Page Vertical	Ad Size: 3.71" x 10.125"		
Half Page Horizontal	Ad Size: 7.625" x 4.96"		
Quarter Page	Ad Size: 3.71" x 4.96"		
Business Card	Ad Size: 3.71" x 1.93"		

Full Page with Bleed



Full Page without Bleed



Trim: 8.375" x 10.875"  
Live Area: 7.625" x 10.125"

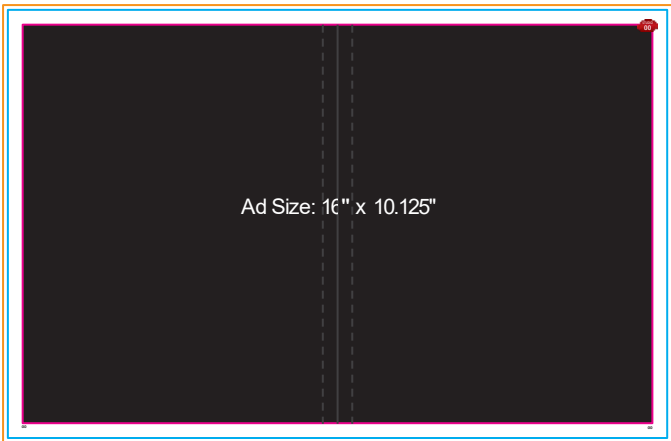
**NOTES:**

- All critical information needs to be within **Live Area**.
- Allow room in upper right and upper left corners for studio number graphic for all Full Page ads and upper right corner for all Double Page ads.
- Keep text, graphics and images .25" from page numbers in lower left and right corners.
- All ads should be provided at 100% size to the measurements provided on this sheet, using CMYK color space with images at a minimum of 300 ppi.
- Do NOT add crop marks, bleed marks, registration marks, fi information, or color bars to fi art.

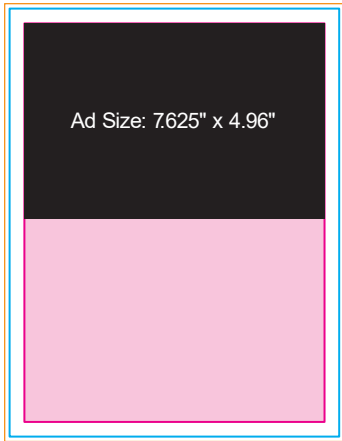
Double Page Ad with Bleed  
(Allow .75" space in the middle with non-critical information)



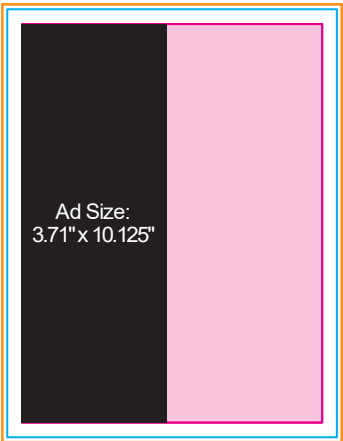
Double Page Ad without Bleed  
(Allow .75" space in the middle with non-critical information)



Half Page Horizontal



Half Page Vertical



Quarter Page & Business Card

