



# Hidden in the Hills Studio Tour



## 2024 Media Kit

### Commercial Advertising Event Directory

#### *2024 Tour Dates*

*November 22, 23, 24, 29, 30 & December 1*

*Open 10am - 5pm each day*

#### **Hidden in the Hills Directory and Advertising**

Questions please contact:

**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)

Sonoran Arts League Gallery & Office ~ 7275 E Easy Street #A104, Carefree, AZ 85377

Mailing Address ~ 7100 E Cave Creek Rd #144, Cave Creek, AZ 85331

[www.HiddenInTheHills.org](http://www.HiddenInTheHills.org) Facebook/Instagram @HiddenInTheHills



## About the Hidden in the Hills Studio Tour

The **Hidden in The Hills Artist Studio Tour**, presented by the Sonoran Arts League, provides an opportunity for the public to visit the workspaces of dedicated artists in the Sonoran Foothills, to learn about the artist's methodology, process and studios. Visitors may purchase art directly from the artists in a friendly, engaging atmosphere that showcases quality art.

A signature event, the 2024 tour will feature artists in various studio locations throughout the scenic Desert Foothills communities of Cave Creek, Carefree, and North Scottsdale.

Now in its 28th 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 event. The studio tour also attracts holiday shoppers seeking original and unique gifts.

## Reach

- The Hidden in the Hills Artist Studio Tour includes approximately 50,000 studio visits and contributes to the sale of over \$1,000,000 in art over 6 days.
- 6,000 Hidden in the Hills Directories & 25,000 Maps are distributed by over 175 participating artists, at local area attraction, hotels, and the Sonoran Arts League Gallery and Studio.
- Over 75,000 unique website visitors monthly. The Hidden in the Hills directory remains on the League website for 12 months.

## 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 Survey*



# Ad Sizes and Rates

Ad Size	Early Bird Price Ends 5/31	Price
2 Page Spread	\$1,950	\$2,085
Full Page	\$1,150	\$1,200
Half Page	\$765	\$800
Quarter Page	\$550	\$585
Mini Ad	\$175	\$200

**EARLY BIRD PRICING:** To receive Early Bird Pricing, ad artwork must be submitted and paid for on or prior to May 31, 2024. 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, 2024, will be dropped from the publication.

## Ad Production Information

**These are the file formats we accept:**

- 1) **JPG**   2) **PDF** (print quality)   3) **EPS** (outline all fonts and embed all images in the file)

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.

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.*

All ads submitted will be available for digital proofing prior to final printing. It is recommended that you proof all content prior to submission.

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.

# Ad Sizes (width x height)

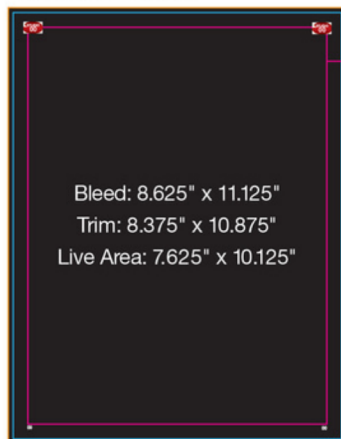
## AD SIZES (width x height):

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"		
Mini Ad	Ad Size: 3.71" x 1.93"		

Full Page without Bleed



Full Page with Bleed



Bleed: 8.625" x 11.125"

Trim: 8.375" x 10.875"

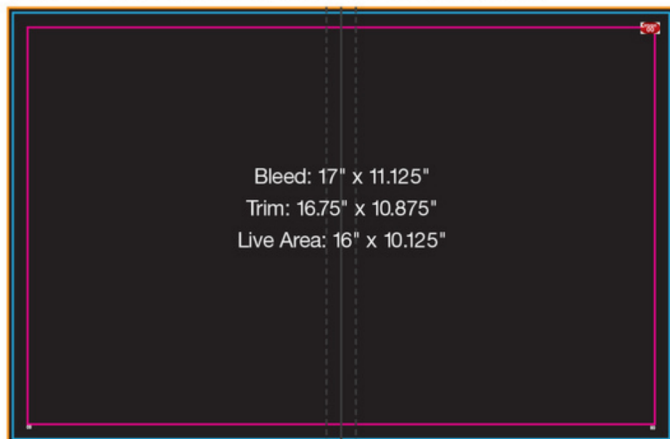
Live Area: 7.625" x 10.125"

### 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, file information, or color bars to final art.

Double Page Ad with Bleed

(Allow .75" space in the middle with non-critical information)



Double Page Ad without Bleed

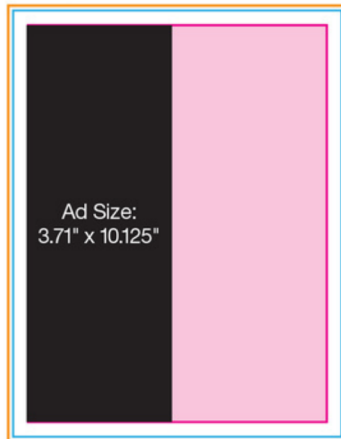
(Allow .75" space in the middle with non-critical information)



Half Page Horizontal



Half Page Vertical



Quarter Page & Mini Ads

