

Gallery Walk

Founded in 1995 · A Project of the Arts Council of Windham County

VENUE LISTING & GENERAL ADVERTISING INFO

GUIDELINES FOR PARTICIPATING IN GALLERY WALK (rev. June 2013, effective August 2013)

Gallery Walk “happens” every first Friday of the month year-round. The only exceptions are when it falls on January 1 or July 4, in which case it is moved to January 8 and July 11. It has never been postponed due to weather, though venues have the prerogative to close early if they feel they must—on a small handful of challenging winter Walks over the years, we’ve found that a goodly number of downtown residents and workers will brave the elements to enjoy the venues that remain open.

Any exhibit or special event venue (whether a gallery, eatery, or other business) can be listed as an official Numbered Stop on the Gallery Walk by paying monthly Membership Dues. Note: An arts element or focus is preferred, but community service organization activities are also welcome. Note, however, that events promoting political parties or candidates are not allowed.

Membership Dues are \$30 for each month of participation on the Gallery Walk. Ongoing monthly venues are billed in advance 3 times a year, for 4 months at a time (\$120): in December for January-April, in April for May-August, and in August for September-December. One-time participants, or folks participating for a couple of months, are expected to send a check in advance.

Venues are responsible for making their own arrangements directly with exhibiting artists. While the Walk doesn’t have the resources to match up artists and venues, any inquiring artists are encouraged to contact venue owners. The River Gallery School, at (802) 257-1577, is connected to over 500 professional and amateur artists from the tri-state area.

Venues must submit Walk listing information between the 10th and 17th of the month prior to any Gallery Walk issue date. A reminder email is sent out, generally by the 12th, to acknowledge venues heard from by that time, and follow-up email will be sent to stragglers.

First-time venues are asked to submit:

- business name or a special listing title
- venue address, with any special instructions on finding the venue within a building
- venue or contact phone, plus a contact’s first name only if particularly helpful
- website -or- email if no website (this is an optional line)
- descriptive information: a few sentences (100 words max.) about the featured artwork and the artist, perhaps with a quote from the artist about their relationship to the work; it’s also okay to include a sentence about what the business otherwise does, but this information should avoid using the pronouns “we” and “our”—pretend someone else is writing about you: see the GalleryWalk.org website for a range of current listings about other venues; the important thing is to be clear, concise, and compelling (**note that we may edit your text to suit Guide style and space available, as well as repair punctuation and grammar**)—if absolutely necessary, another 50 words is allowed for a monthly surcharge of \$10
- an electronic image of art that will be in the show, something about 2 to 3 inches in size, in color at high resolution (300 dpi)—something that will work well in black and white as well; a .JPG file at 500-800K in size should be adequate.

Established venues need to send only the changing description of the exhibited art (or email confirming a repeat listing), as long as contact information and any venue description remain the same.

(see over)

GUIDELINES FOR PARTICIPATING IN GALLERY WALK *(continued)*

As long as no complications happen at the Print Shop, a supply of Gallery Walk Number Signs and Guides will be delivered to venues on Thursday, the day before the Walk. If your business is not open when the delivery person comes by, your supply will be left rubber-banded by your door or, in case of inclement weather, in a plastic bag.

ADVERTISING IN THE GALLERY WALK GUIDE

Gallery Walk venues and other artsy businesses or events receive preferred rates for advertising in the monthly Guide. Although the Guide is mostly printed in black and white, there are full-color ad spaces available inside both the front and back covers, as well as on the center four pages of the guide. (Please note that we need at least 3/4 of a page of full-color ad placements in the center to cover the additional printing cost, so we cannot always guarantee offering this additional space.)

See the Ad Rates page for lists of ad dimensions, costs for B&W vs. full-color ads, and both sets of ad prices by type of business or event, as well as information on invoicing and payment.

See Map of Ad Sizes on the back of the Ad Rates page for a visual comparison of dimensions.

TIPS FOR AD DESIGN:

- Be sure all elements used in your ad (logo, other graphic, and/or a photographic image) are all at high resolution.
- Venues must leave a 1-inch-square block for our designer to insert a Gallery Walk “stop” number. This will work best in 1/4-page or larger ads only.
- Include address, phone, and hours at a good size for readers to find easily in your layout.
- The Guide’s preferred ad format includes a 1-point-rule border. Ideally, you will use no border in your layout, and we will import your file into an empty ad box in our Guide layout.
- Send a high-resolution, saved-for-press PDF of your ad, designed to the specific dimensions given on our Rate sheet (there should be no additional space allowance around your ad). Saving as a PDF will help keep your fonts as designed.
- Be sure your email program doesn’t resize attachments before sending them. If we receive a file in lower resolution than we need, we’ll get back to you to request another file.

Submission Deadline: Email new ad files to info@GalleryWalk.org between the 10th and the 20th of the month prior to any Gallery Walk issue date.

Assistance with Ad Design is available for \$15 to \$25 per ad, depending on size and/or complexity, if you have no other resources to help you develop your layout. Send logo, any other images, and text to info@GalleryWalk.org.

A NOTE ABOUT THE GUIDE’S FEATURED COVER ARTISTS OR VENUES

Because there are so many artists in a variety of mediums showing their work in the area, the Walk tries to feature someone new each month (or to introduce a new venue). We are open to suggestions for cover stories and of course for other articles, too, especially when help is available to develop the text. The occasional exception to the rule might, for example, involve a significant shift in an artist’s work or a special milestone.

Questions? Contact the Walk’s promotional coordinator:

Joy Wallens-Penford · info@GalleryWalk.org · (802) 257-2616 (home studio, best from 7:30 to 9:30 a.m. or p.m.) -or- work number (Friends of Music at Guilford), (802) 254-3600

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AD RATES (effective August 1, 2013)

NOTE: See Map of Ad Sizes on the back of this page, plus attached Sample Ad Pages and Listing/Ad Info page.

ARTS-RELATED BUSINESSES & EVENTS:

				<u>B&W</u>	<u>4-color</u>
AD SIZE:	1/8-page (horizontal)	2.35" w x 1.875" h	=	\$35	n/a
	1/4-page (horizontal)	4.75" w x 1.875" h	=	\$35	\$55
	1/4-page (vertical)	2.35" w x 3.815" h	=	\$35	\$55
	1/2-page (horizontal)	4.75" w x 3.815" h	=	\$45	\$80
	1/2-page (vertical)	2.35" w x 7.675" h	=	\$45	\$80
	3/4-page (vertical)	4.75" w x 5.75" h	=	\$65	\$110
	Full page (vertical)	4.75" w x 7.675" h	=	\$115	\$150
	Centerfold 3/4-spread	10.125" w x 5.75" h	=	\$150	\$225
	(width of centerfold image varies a bit based on length of booklet)				

OTHER BUSINESSES & EVENTS:

				<u>B&W</u>	<u>4-color</u>
AD SIZE:	1/8-page (horizontal)	2.35" w x 1.875" h	=	\$35	n/a
	1/4-page (horizontal)	4.75" w x 1.875" h	=	\$50	\$75
	1/4-page (vertical)	2.35" w x 3.815" h	=	\$50	\$75
	1/2-page (horizontal)	4.75" w x 3.815" h	=	\$80	\$125
	1/2-page (vertical)	2.35" w x 7.675" h	=	\$80	\$125
	Full page (vertical)	4.75" w x 7.675" h	=	\$135	\$200

SUBMISSION DEADLINE: Email new ad materials to info@GalleryWalk.org between the 10th and the 20th of the month prior to any Gallery Walk issue date. Ad files are best prepared as high-resolution, press-ready PDFs. Design assistance is available; see Advertising info sheet for further information.

INVOICING AND PAYMENT INFORMATION:

Ongoing Monthly Advertisers are billed after publication. \$35 ads are billed every four months (\$140), \$45 and \$50 ads are billed every three months (\$135/\$150), and higher-price monthly ads are usually billed every other month. Note: Regular monthly exhibit venues receive copies of the Gallery Walk Guide and are expected to check their ad in one of those copies, so no tearsheets are provided. Other monthly advertisers (who are not also exhibit venues) are provided with tearsheets to back up their invoice.

Occasional Advertisers are invoiced after publication and are sent a tearsheet unless they are also an exhibit venue receiving copies of the monthly guide. Prepayment is encouraged from non-exhibit venues.

Payment is due within 30 days from the date of any invoice.

Questions? Contact the Walk's promotional coordinator:

Joy Wallens-Penford · info@GalleryWalk.org · (802) 257-2616 (best from 7 to 9 a.m. -or- 8 to 10 p.m.)

3/4-page "GALLERY" AD
(for Exhibits and Events only)
4.75" wide x 5.75" high

1/2-page Horizontal
4.75" wide x 3.815" high

1/4-page Horizontal
4.75" wide x 1.875" high

1/8-page
2.35" wide x 1.875" high

FULL-PAGE AD
4.75" wide x 7.675" high

1/2-page Vertical
2.35" wide x 7.675" high

1/4-page Vertical
2.35" wide x 3.815" high