



Historic Garden Week

ADVERTISING INSTRUCTIONS AND GUIDELINES

PLEASE SEND ALL AD MATERIALS TO:
 Terri Lowman, Administrative Coordinator
 email: advertising@vagardenweek.org // fax: 804.644.7778 // 12 East Franklin Street, Richmond, VA 23219
 QUESTIONS? Call Terri Lowman at 804.644.7776 ext. 22

PRINT

FOR READY-TO-PRINT ADS IN THE 2018 HISTORIC GARDEN WEEK GUIDEBOOK
 (Ad must be sized to correct dimensions of ad placement)

SUBMISSION:

- **All artwork, contracts and payment are due **October 18, 2017**.**
- Email: advertising@vagardenweek.org (Note: File size cannot exceed 10MB)
- CD or Flashdrive: Mail to the address above.

FORMAT:

- PDF (ALL PRINTERS MARKS AND COLOR BARS MUST BE SET OUTSIDE OF BLEED)
- File name must include business' name (ex. joeslawncare_hgw.pdf)
- **NOTE: WE CANNOT ACCEPT MICROSOFT FILES OF ANY KIND (Publisher, Word, Excel, Powerpoint, Project, FrontPage, Entourage, etc.)**

RESOLUTION:

- All images and logos in the ad must be at least 300 dpi at 100% size
- **NOTE: ADDING DPI TO AN IMAGE OR LOGO THAT IS BELOW 300 DPI WILL RESULT IN A BLURRED AND BITMAPMED IMAGE OR LOGO WHEN PRINTED.**

COLOR:

- CMYK. All photos and graphic colors in the ad must be CMYK.
- **NOTE: IF RGB, SPOT OR PANTONE ARE USED, THEY WILL BE CONVERTED AND WILL NOT LOOK THE WAY YOU EXPECTED THEM.**

MINIMUM TEXT SIZES:

- Solid color text: Minimum 7 pt font size
- White text on black or color background: Minimum 9 pt font size

AD SIZES

FULL PAGE AD	5.25" X 9"
HALF-PAGE HORIZONTAL AD	5.25" X 4.5"
HALF-PAGE VERTICAL AD	2.5" X 9"
QUARTER-PAGE VERTICAL AD	2.5" X 4.5"
WEBSITE AD	300 X 250 PIXELS

WEB

Submit website ads to advertising@vagardenweek.org

- We accept JPG, GIF, or SWF files
- 300 X 250 pixels
- 72 dpi, max size 40KB
- Indicate the URL for linking your ad

Web ads are posted when the guidebook is published.
 The ads receive approximately 8 months of exposure.

Garden Club of Virginia's Historic Garden Week Guidebook

Advertising 2018

Photo courtesy of Ben Greenberg

WHY ADVERTISE IN THE GUIDEBOOK?

For eight days each spring Virginia welcomes visitors to nearly 250 of its picturesque gardens and private homes showcased during Historic Garden Week. This annual event funds historic restorations and educational fellowships, boosts Virginia tourism, and supports community economics. A 2014 economic impact study commissioned by the Garden Club of Virginia confirmed the enormous value of "America's largest open house" to the Commonwealth's economy.



Visitors, by the numbers: An average of **26,000** attendees enjoy tours in **30** Virginia communities. Of these visitors, **51%** tour for more than one day. Participants travel from **30** states and foreign countries. **60%** have an income level of **\$100,000** or more.

33% of our visitors attend their local tours in addition to tours outside of their community. **25%** of our visitors stay overnight and spend an average of **\$1,207** on their HGW trip. As a group, they spend **\$2 million** each spring.

Historic Garden Week visitors are loyal and are a coveted demographic. According to a survey by the VA Dept. of Tourism: Our guests are well-traveled and well-educated, mostly female and interested in gardening, interior design, architecture, renovation, travel and history.

Historic Garden Week creates a combined
\$11-million annual economic impact
on Virginia communities.

WHAT IS THE GUIDEBOOK?

- It is a 240-page, full color, 6" x 10.5" guide to Historic Garden Week that is distributed at the end of February.
- The Guidebook provides details about homes and gardens open on 30 tours statewide, as well as information about historic and other regional attractions.
- A guidebook has accompanied every Historic Garden Week since 1929.
- The guidebook is separated into sections by location of tours, so you can advertise in your local tour's section for maximum exposure.
- Approximately 80,000 guidebooks are printed each year with an estimated 1.6 million readers. The guidebook is distributed across the state in local businesses, welcome centers, and in AAAs across the nation.
- Attendees collect and use the guidebook to plan other trips around Virginia.

What is the Garden Club of Virginia?

The Garden Club of Virginia leads the challenge to protect and conserve Virginia's natural beauty, to restore and preserve Virginia's historic gardens and landscapes, and to provide educational opportunities in support of these challenges. Founded in 1920 by eight garden clubs from around the commonwealth, the GCV today is an active association of 47 member clubs with more than 3,300 civic and community leaders.

www.vagardenweek.org

GARDEN CLUB OF VIRGINIA
Historic Garden Week

2018 GUIDEBOOK ADVERTISING CONTRACT

Business Name: _____ Business Contact: _____

Address: _____
(street) (city) (state) (zip)

Phone: _____ E-mail: _____ Website: _____

What size advertisement? (please check one)

- Full Page \$2,000 (dim: 5.25" x 9")
- Half Horizontal Page \$1,275 (dim: 5.25" x 4.5")
- Half Vertical Page \$1,275 (dim: 2.5" x 9")
- Quarter Vertical Page \$400 (dim: 2.5" x 4.5")
- Website Ad \$250 (dim: 300 x 250 px)

Payment Method (please check one):

- Check**
Make checks payable to Garden Club of Virginia. Send your check to:
Garden Club of Virginia ATTN: Historic Garden Week
12 East Franklin Street, Richmond, Virginia 23219
*Note on the check name and size of ad.

- Credit/Debit Card**

Please, provide the email where the online invoice should be sent via Square. An email will be sent with a link to make payment online through Square with credit/debit card.
E-mail: _____

**DEADLINE:
October 18, 2017**

Artwork, contract, and payment must be submitted in full or ad will not be included in the guidebook.

GCV Club _____ GCV Member Name _____

GCV Member's Phone/Email _____

Section of Guidebook preference: _____

**White copy-GCV Headquarters *Yellow copy-Advertising Business *Pink copy-GCV Member who sold advertisement.*

Submitting/artwork:

Artwork must follow specifications: measurements, 300 dpi, print-ready PDF file. HGW cannot edit an ad with the original design file (ex. InDesign file). Submit artwork via e-mail to advertising@vagardenweek.org or mail a CD/flash drive to Garden Club of Virginia, ATTN: Historic Garden Week, 12 East Franklin Street, Richmond, VA 23219.

General Information:

Specific placement of ad in the guidebook will be at the Historic Garden Week office's discretion, although efforts will be made to accommodate the wishes of the advertiser.

It is mutually agreed as follows: Full payment is due by October 18, 2017. The 2018 guidebook will not be released for publishing with any unpaid advertisements. The advertiser will furnish camera-ready artwork that follows the specifications on this contract. All art and copy will be subject to the Garden Club of Virginia's approval with respect to style and content. If the advertiser fails to deliver approved art or full payment within the period specified, the Garden Club of Virginia reserves the right to use previously submitted artwork from the advertiser, to create an ad using information from the advertiser's website or to reject the ad. _____ Please initial here that you have read and understood the above information and agree to the terms as listed in the above paragraph.

Signature: _____ Date: _____

Questions? Contact the Historic Garden Week office at 804-644-7776 or via email advertising@vagardenweek.org