



GARDEN CLUB OF VIRGINIA

Historic Garden Week

GUIDEBOOK

ADVERTISING 2020

WHY ADVERTISE IN THE HISTORIC GARDEN WEEK GUIDEBOOK?

Your ad supports the non-profit work of the Garden Club of Virginia

Every spring nearly 25,000 visitors tour beautiful homes and gardens across Virginia in support of the good work of the Garden Club of Virginia. Early leaders in conservation and environmental concerns, Historic Garden Week (HGW) proceeds fund the restoration and preservation of more than 50 of Virginia's historic public gardens and landscapes, a research fellowship program that documents significant gardens in our state, and a centennial grants project with Virginia State Parks, which the Garden Club of Virginia helped to found.

Your ad supports projects in communities across Virginia

The beginnings of Historic Garden Week date back to 1927 when members held a flower show to raise money to save the mulberry trees Thomas Jefferson had planted at Monticello. By 1929, the Garden Club of Virginia had organized its first home and garden tour and Historic Garden Week began. All 47 member clubs participate in what is the only statewide event of this type in the country. Advertising revenue pays for the printing and distribution of 75,000 Guidebooks. Additional ad revenue contributes directly to the work of the Garden Club of Virginia.

Your ad is a smart business decision

Guidebook advertisers connect directly with a highly coveted demographic of well-traveled and well-educated visitors, **25%** of whom stay overnight while touring. They spend an average of **\$1,207** on their HGW trip, which is significantly more than the cost of a tour ticket. According to the Virginia Tourism Corporation, **60%** of our visitors have an income level of **\$100,000** or more. We estimate the cumulative economic impact of this event over the last **50** years to Virginia to be over **\$425 million**. By advertising in the Guidebook, you are part of this important economic driver in our state. And since **75,000** Guidebooks are printed and distributed, your cost per impression is only about **1 cent**.

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 3,500 civic and community leaders.

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 29 tours statewide, as well as information about historic and other regional attractions.
- The Guidebook is separated into sections by location of tours, so you can advertise in your local tour's section for maximum exposure.
- Approximately 75,000 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 trips around Virginia.



GARDEN CLUB
OF VIRGINIA

Centennial

1920-2020

GARDEN CLUB OF VIRGINIA AT 100

May 2019 through May 2020 marks a milestone in the club's history and with it, special programs, celebrations and educational opportunities throughout the state.

VAGardenWeek.org



GARDEN CLUB OF VIRGINIA

Historic Garden Week

ADVERTISING INSTRUCTIONS & GUIDELINES

PLEASE SEND ALL AD MATERIALS TO

Terri Lowman, Administrative Coordinator & Guidebook Advertising Manager

- Email: advertising@vagardenweek.org
- Phone: 804.644.7776 ext. 22
- Fax: 804.644.7778
- Address: 12 East Franklin Street, Richmond, VA 23219

SUBMISSION REQUIREMENTS

- All artwork, contracts and payments are due **October 18, 2019**.
- Ads must be sized to correct dimensions of ad placement
- All edits must be done prior to submission

NOTE: FILE SIZE CANNOT EXCEED 10 MB

AD SIZES

Full Page	5.25"w x 9"h
Half Horizontal Page	5.25"w x 4.5"h
Half Vertical Page	2.5"w x 9"h
Quarter Vertical Page	2.5"w x 4.5"h
Website Ad	300 x 250 px

DEADLINE: October 18, 2019

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

PRINT AD REQUIREMENTS FOR THE 2019 HISTORIC GARDEN WEEK GUIDEBOOK

FORMAT

- PDF (All printers marks and color bars must be set outside of bleed)
- PDF file name must include business' name (ex. ABCinteriordesign_hgw.pdf)

NOTE: WE CANNOT ACCEPT MICROSOFT FILES OF ANY KIND (Publisher, Word, Excel, Powerpoint, Project, FrontPage, Entourage, etc.)

MINIMUM TEXT SIZES

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

COLOR

- CMYK. All photos and graphic colors in the ad must be converted to CMYK

NOTE: IF RGB OR SPOT OR PANTONE COLORS ARE USED, THEY WILL NOT LOOK THE WAY YOU EXPECTED THEM.

RESOLUTION

- All images and logos 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

WEB AD REQUIREMENTS FOR www.vagardenweek.org

SUBMISSION REQUIREMENTS

300 x 250 pixels, 72 dpi, max size 40 KB, Indicate the URL for linking your ad, JPG, GIF or SWF files Accepted

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



GARDEN CLUB
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1920-2020

GARDEN CLUB OF VIRGINIA AT 100

Questions? Call Terri Lowman at 804-644-7776 ext. 22 or via email advertising@vagardenweek.org



Historic Garden Week

2020 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 (5.25"w x 9"h)
- Half Horizontal Page \$1,275 (5.25"w x 4.5"h)
- Half Vertical Page \$1,275 (2.5"w x 9"h)
- Quarter Vertical Page \$500 (2.5"w x 4.5"h)
- Website Ad \$250 (300 x 250 px)

DEADLINE: October 18, 2019

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

PAYMENT METHOD *(Please Check One)*

Check

Make checks payable to **Garden Club of Virginia**
 Send to: Garden Club of Virginia
 ATTN: Historic Garden Week
 12 East Franklin Street, Richmond, Virginia 23219

***PLEASE INCLUDE THE NAME AND SIZE OF THE ADVERTISEMENT IN THE CHECK MEMO SECTION**

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 (AMEX, VISA, MC, Discover).

E-mail _____

SUBMITTING/ARTWORK

Artwork must follow specifications: measurements, 300 dpi, print-ready PDF file. Historic Garden Week cannot edit an ad with the original design file (ex. InDesign file). Submit artwork via e-mail to advertising@vagardenweek.org. Artwork file must include business name (ex. ABCinteriordesign_hgw.pdf).

GENERAL INFORMATION

Although efforts will be made to accommodate the wishes of the advertiser, specific placement of an ad in the Guidebook is not guaranteed. Ads that do not meet our October 18, 2019 deadline for artwork including edits and payment will be placed in the Guidebook at the discretion of the Historic Garden Week office.

It is mutually agreed as follows: Full payment is due by October 18, 2019. The 2020 Guidebook will not be released for publishing with any unpaid advertisements. The advertiser will furnish high resolution 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 refuse 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: _____

 GCV Club _____ GCV Advertising Chair Name _____

GCV Advertising Chair Phone _____ GCV Advertising Chair Email _____

Section of Guidebook preference:

- | | | | | | |
|--|---|--|--|---|-------------------------------------|
| <input type="checkbox"/> Albemarle Charlottesville | <input type="checkbox"/> Eastern Shore | <input type="checkbox"/> Harrisonburg | <input type="checkbox"/> Norfolk | <input type="checkbox"/> Richmond | <input type="checkbox"/> Winchester |
| <input type="checkbox"/> Old Town Alexandria | <input type="checkbox"/> Fairfax | <input type="checkbox"/> James River Plantations | <input type="checkbox"/> Northern Neck | <input type="checkbox"/> Roanoke | <input type="checkbox"/> Winchester |
| <input type="checkbox"/> Ashland | <input type="checkbox"/> Fredericksburg | <input type="checkbox"/> Lynchburg | <input type="checkbox"/> Orange | <input type="checkbox"/> Staunton | <input type="checkbox"/> |
| <input type="checkbox"/> Brunswick | <input type="checkbox"/> Gloucester | <input type="checkbox"/> Martinsville | <input type="checkbox"/> Petersburg | <input type="checkbox"/> Virginia Beach | <input type="checkbox"/> |
| <input type="checkbox"/> Danville - Chatham | <input type="checkbox"/> Hampton-NNews | <input type="checkbox"/> Middle Peninsula | <input type="checkbox"/> Portsmouth/Suffolk/Franklin | <input type="checkbox"/> Williamsburg | <input type="checkbox"/> |

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