



MARCH 28 & 29 • 10AM - 5PM 2026

COUNTY WIDE EVENT

MARKETING + DONATION OPPORTUNITIES

Deadline: November 19, 2025

The South Valley Art Tour (SVAT) is a free community art event, organized by the Arts Consortium, that features professional artists and arts organizations throughout Tulare County.

During this two-day event, participating artists and arts organizations invite the public into creative workspaces for a behind-the-scenes experience. General admission is free!

The public navigates between each stop by using a keepsake passport booklet; while this booklet needs to be purchased, the public has access to a free digital map. The passport booklet and digital map provide all the information, maps and directions needed to access the studios and artists.

By purchasing a space for your advertisement in the SVAT passport booklet, you can put your marketing directly in the hands of every passport holder at an extremely reasonable rate and help us keep this community event free.

MARKETING TIERS

MIDDLE BINDING FULL 2-PAGE SPREAD

\$1,000 (1-Available)

- **PRIME LOCATION**-The passport naturally opens to these pages

FULL PAGE INSIDE BACK COVER

\$750 (1-Available)

"PIT STOP" RESTAURANT ADVERTISEMENT

\$500

- **Full page ad**
- includes a pin drop of location on event map (physical and digital) for visitors to easily find
- Option to add a coupon in the passport travel guide
- Please remember to include location address for the maps.

FULL PAGE INTERIOR

\$400

HORIZONTAL 1/2 PAGE INTERIOR

\$200

1/4 PAGE INTERIOR

\$100

DONATION OPPORTUNITIES

NEW Consider donating a gift certificate or gift basket to support the SVAT. Your generous contribution will be used as a prize for the Passport Stamp Rally, where visitors are encouraged to visit the most stops, creating a fun and engaging experience. In appreciation, your company or organization will be recognized alongside the prizes, highlighting your support and community involvement.

☐ **I am donating a gift certificate**

☐ **I am donating a gift basket**

Please drop-off gift certificate(s) and/or gift baskets by **November 19** at our office:

340 E Oak Ave, Suite 112
Visalia, CA 93291

Office Hours Monday - Friday
10am - 3pm or by appointment

Please complete the backside of the form and submit

MAKE A ONE-TIME DONATION

*3 options:



Application Donation

Add a one-time donation to this application.



Donate Online

tinyurl.com/TTA-Donate
Special Note: TTA Donation



Send a Check

PO Box 2696 Visalia, CA 93279
Memo: TTA Donation

Complementary Graphic Design Service

Marketing tiers that include a graphic, includes the graphic design of an ad, up to 1 hour. Anything above 1 hour will be charged at \$60/hour on a 1/4-hour basis.

Ad/Print Specifications

High-Resolution PDF (175 lpi/600dpi) files created using PDF-X1a settings are required. No film will be accepted. No WORD or PUBLISHER files will be accepted (.doc, .docx, .pub)

Pre-press Guidelines for Production

We accept digital files created in: Adobe Acrobat Illustrator, InDesign, Photoshop, Canva files can also be accepted.

All art must be CMYK

(no RGB files accepted)
No spot colors are accepted.

Fonts & Graphic Required

Include all screen and printer fonts or convert your type to outlines. Include all placed files, i.e., EPS files, TIFFs, PICTs, and Photoshop documents.

PC Warning

PC typefaces/fonts don't always work well with Mac systems. Please embed or convert all font/type to outlines, curves or paths. Font substitution will occur if fonts/types are not embedded or converted.

Resolution

Scanned images for 4-color process printing must be scanned at a resolution of 300dpi. Scanned line art and type, even if they are in color must be scanned at 1200dpi.

Photos must be a minimum of 300dpi at their original size.

For full bleed ads: Bleed is required on all sides. Keep all live matter 1" from trim and crop marks need to be set at least 1/4" from the trim so they are outside the bleed area.

Dimensions

All dimensions are written as WIDTH x HEIGHT
Ads that swap the written dimensions will not be accepted.

Full Page - 5.5" x 8.5" (+.125" Bleed)

Horizontal 1/2 Page - 4.8" x 3.75"

1/4 Page - 2.4" x 3.75"

Coupon - 2.4" x 1.875"

IMPORTANT

Ads that include or are generated with AI will not be accepted.

Email ads to:

ampelio@artsconsortium.org
and CC_graphics@artsconsortium.org
Email subject line: SVAT Ad

YES!

Please reserve my space in the 2026 South Valley Art Tour Passport!

Business Name: _____ Contact Person & Title: _____

Address: _____ City/State/Zip Code: _____

Telephone Number: _____ Email: _____

FOR "PIT STOP RESTAURANT MARKETING TIER ONLY

Restaurant Address if different from above: _____

NEW: ADD A COUPON TO THE PASSPORT'S COUPON SECTION

A premade coupon may be submitted, please follow the coupon ad specifications. The Arts Consortium team is also able to create the coupon, if this option is selected the buyer will need to provide the corresponding information:

☐ **YES, I would like a coupon added to the coupon section of the passport**

☐ **I will submit a coupon with this application**

☐ **Please, create a coupon for me.**

Discount type (fixed amount or %): _____ Validity Period (expiration date): _____

Usage limits (total redemptions and per-customer limits): _____

AD SPECIFICATIONS

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Horizontal 1/2 Page 4.8" x 3.75"

1/4 Page 2.4" x 3.75"

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Marketing Deadline: November 19, 2025

Please have application, press-ready artwork and/or ad materials, gift certificates and gift baskets to us by this date.

☐ I am making a one time donation \$ _____

☐ I am purchasing a marketing tier \$ _____

Marketing Tier _____

PAYMENT METHODS

☐ I have enclosed \$ _____

☐ Please invoice me for \$ _____

☐ Please charge my credit card for \$ _____

CREDIT CARD PAYMENT

Cardholder Name: _____

Card #: _____ CVC #: _____

Billing Zip Code: _____ Exp. Date: _____

☐ **I will need Complementary Graphic Design Service**

Please review the Complementary Graphic Design Service guideline at the bottom of the first page.

Arts Consortium staff will use the contact information provided on this form. If the information is different, please specify: _____

☐ I will email a jpg or png of an image, artwork, or logo

Provide any slogan or additional text that you would like to be included: _____

PAYMENT & MARKETING AGREEMENT

If payment is for a marketing tier, the undersigned representative agrees to supply Arts Consortium press ready artwork and/or ad materials. The undersigned representative agrees to pay the Arts Consortium at the marketing rate of \$ _____ upon signature of agreement. The marketing advertisement will appear in the 2026 issue of the Arts Consortium's South Valley Art Tour passport booklet and may appear in other promotional/South Valley Art Tour materials.

All payments shall be made payable to: ARTS CONSORTIUM - PO Box 2696; Visalia, CA 93279

Money paid to the Arts Consortium is NON-REFUNDABLE. Call 559.772.0001 if you have any questions.

IT IS THE SOLE RESPONSIBILITY OF THE UNDERSIGNED REPRESENTATIVE to provide press ready artwork and/or ad materials, no later than 11:59pm on **November 19, 2025**, unless otherwise noted in this agreement. By signing this agreement below, the UNDERSIGNED REPRESENTATIVE acknowledges that they have read, understood, and agree to all the ****terms**, conditions, and what is contained on the pages of this agreement, and that they have received a copy of this agreement.

Representative Signature

Representative Printed Name

Date

*For your one-time donation records, our non-profit tax ID is 27-0661610. We will send you an acknowledgment letter of your donation.

**Terms, conditions & General Policies for Arts Consortium Advertising can be found online at artsconsortium.org/events/tta