

VAN DOP

ARTS & CULTURAL GUIDE to British Columbia

Experience the Best of



GALLERIES
ARTISTS' STUDIOS
MUSEUMS & HERITAGE SITES
CULTURAL CRAWLS
THEATRE
FESTIVALS & EVENTS
ARTFUL GETAWAYS
WINERIES

Van Dop Arts & Cultural Guide to BC 2012 – 2013 Media Kit



The Quintessential Guide for the Arts & Cultural Traveler

The Van Dop Arts & Cultural Guide is British Columbia's quintessential guide for the cultural traveler and art collector!

The guide offers endless opportunities for artistic exploration and travel, from individual artist studios to galleries, from heritage sites to wineries. Other features include: artful getaways, amazing festivals, performances and the Annual BC Cultural Crawl.

This one-of-a-kind, 160 page, full-colour, printed publication showcases over 400 art galleries, museums, studios, gardens, heritage and cultural sites in British Columbia. Celebrating its 13th year the Van Dop guide is an award winning publication with an established reputation – over 1,100,000 guides in circulation. Includes easy-to-follow maps of BC's six regions – Vancouver Island, Vancouver Coast and Mountains, Thompson Okanagan, Kootenay Rockies, Cariboo Chilcotin Coast and Northern BC.

“We use the Van Dop Arts & Cultural Guide on a regular basis... we want to make sure we have our fingers on the pulse of the cultural destinations”

– Okanagan, BC

Why advertise in the guide?

Triple your exposure for one price: printed guide, virtual guide, and web listing on art-bc.com

- Your ad featured in 80,000 printed guides available FREE to residents and visitors
Awarded Bronze at the 2009 International Gallery of Superb Printing Awards
- Virtual copy of the printed guide available online and linked back to your website
- FREE FULL web listing on art-bc.com with a link back to your website ([Click here for details](#))
- FREE Event Listing on art-bc.com Calendar of Events page
- Over 700 targeted distribution locations ([Click here for details](#))
- Low advertising cost. Our rates haven't changed in 10 years
- Longevity. Our annual guide is retained and referred to by customers for 3 to 5 years
- Visually appealing and easy-to-use, the guide is BC's most complete arts and cultural resource
- Automatic Inclusion in the 10th Annual Award Winning BC Cultural Crawl
- Flexible design options

Contact artguide@art-bc.com for your community's rates.

"Yours is the only advertising dollars I spent last year that worked!!! For a starving artist that is more appreciated than you know."

–Kelowna, BC

Get inspired

Calendar of Events

From Bard on the Beach to Filberg
theatre

art-bc.com

All print advertisers receive a **FREE full Web Listing** AND an event listing in the calendar of events OR **purchase just a web listing for only \$100 per year.**

Why advertise online?

- Reaches over 50,000 unique visitors a year
- Targeted demographic – the arts & cultural enthusiast and traveler
- The average person remains on the site for 3 minutes & views 3 to 5 pages
- 75% new visits
- Optimized website with hot feature pages and improved searching capabilities
- Featuring a Calendar of Events – Web and Art Guide participants promote their events for FREE
- Linked to by over 50 sites as the go-to website for arts & culture in BC
- Also the site for visitors searching:
 - Van Dop Arts & Cultural Guide to BC
 - BC Cultural Crawl
 - Art of the Getaway Contest
- Appears Top 10 in many Google searches for Arts & Culture in BC
- Online Marketing
 - Bi-monthly E-Newsletter (6,000 subscribers)
 - Multiple social marketing profiles on Twitter and Facebook, driving additional traffic to art-bc.com

Click here to advertise online or contact Samantha Allen for more information.
604.521.6288 artguide@art-bc.com

“We love to explore and learn about new things and the Van Dop guide is always a big help in terms of letting us know what is going on”
 –North Vancouver, BC

The Arts & Cultural Guide to BC:

- 80,000 copies available FREE to the public at over 700 locations province-wide. [Click here for details.](#)
- Currently in its 14th Edition with over 1 million guides in circulation!
- Distributed and racked by Certified Folder and JJ Print Media
- Over 12,000 distributed on BC Ferries each year
- Racked in BC’s finest hotels, resorts and B&B’s, all BC Visitor Information Centres, Cruise Ship Terminals, RV Parks, Airports, BC Ferries, BCAA offices, Canada/US border crossings and from all guide participants.
- Distributed through key industry conferences.

ANNUAL CONFERENCES

- Assembly of BC Arts Councils’ Conference
- BC Museums Association Conference
- Tourism Vancouver Island Conference
- Tourism Vancouver Showcase – Clefs d’Or
- Tourism Industry Conference – COTA
- Hospitality Conference + more
- Union of BC Municipalities

Online Reach

Through the [Virtual Arts & Cultural Guide to BC](#) and [art-bc.com](#) arts and culture is only a click away.

The virtual guide on [art-bc.com](#) has international reach! The website is viewed by visitors from the US, Israel, United Arab Emirates, UK, Singapore, Finland, Denmark, Germany, China, Saudi Arabia, Netherlands, France, Spain & many other world-wide destinations. For information on key distribution points in your area, [download our distribution overview.](#)

AIRPORTS

- Abbotsford Airport
- Comox Valley Airport
- Langley Airport
- Pitt Meadows Airport
- Prince George Airport
- Prince Rupert Airport
- Seattle Airport
- Vancouver Airport
- Victoria Airport

KEY FERRY ROUTES

- Victoria – Vancouver
- Nanaimo – Vancouver
- Sunshine Coast – Vancouver
- Vancouver Gulf Islands
- North Inside Passage (Port Hardy/Prince Rupert)
- Comox
- Powell River
- Nanaimo – Tsawwassen
- Coho Ferry Program (Port Angeles)
- Nanaimo Come Ashore Program
- Nanaimo Cruise Ship Terminals
- Bowen Island Water Taxi
- Seattle Cruise
- Vancouver Cruise Ship Terminals

2012/13 – Van Dop Arts & Cultural Guide to BC
14TH EDITION INSERTION ORDER

Insertion Order

Business Name: (please print) _____

Mailing Address: _____

City: _____ Province: _____ Postal code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Contact Name: (please print) _____

Signature: _____

50% deposit is required for all ad purchases before publication date.

BOOK YOUR
SPACE EARLY!

To book your
ad contact
Samantha Allen

Tel: 604.521.6288

Email: artguide@
art-bc.com

	Ad Size	Ad Rate tax not included
<input type="checkbox"/>	1/8 Page	\$ 300.00
<input type="checkbox"/>	1/4 Page	\$ 600.00
<input type="checkbox"/>	1/2 Page	\$ 1200.00
<input type="checkbox"/>	3/4 Page	\$ 1800.00
<input type="checkbox"/>	Full Page	\$ 2400.00

PAYMENT METHOD:

Cheque (Payable to Van Dop & Associates)

MasterCard Visa Invoice me

Cardholder Name: _____

Card Account Number: _____

Expiry Date: _____

Authorized Cardholder Signature: _____

AD CREATION:

- I will be supplying a finished ad created by my own Graphic Designer.
- I would like to pick-up an ad that I have used in a previous Art Guide (resizing fees may apply).
- I would like a Van Dop Style Ad.
- I would like Electra Design Group to create my ad for a fee (call 604.708.9774).

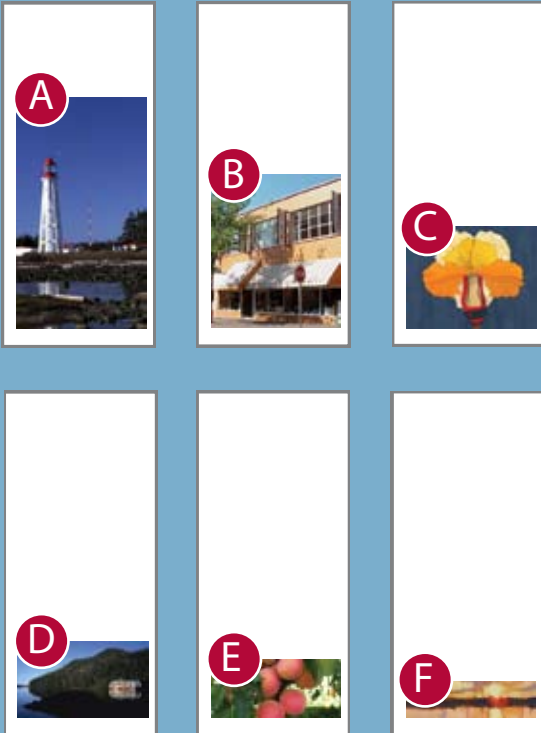


SEND INSERTION ORDER TO:

Samantha Allen by fax at 604.540.1062 or by email at artguide@art-bc.com

"I love the Van Dop Arts and Cultural Guide to BC. If only we had something similar in Alberta! When (visiting BC), I make sure I have a copy of the guide to find all the wonderful galleries and craft shops...and accommodations."

—Hinton, AB



To book your ad contact
Samantha Allen

Tel: 604.521.6288

Email: artguide@art-bc.com

SEND AD MATERIALS TO: production@art-bc.com
421 Richmond St., New Westminster, BC V3L 4C4
Tel: 604.540.1064 Fax: 604.540.1062

Advertising Format: Non Bleed Ad Specs

Non Bleed Ad Options	Non Bleed Size (W x H)
A 3/4 Page	3.375" x 6"
B 1/2 Page	3.375" x 4"
C 1/3 Page	3.375" x 2.625"
D 1/4 Page	3.375" x 1.9375"
E 1/5 Page	3.375" x 1.5"
F 1/8 Page	3.375" x .9375"

DIGITAL FILES: CMYK Colour

PREFERRED FILES: High resolution PDF

OTHER ACCEPTED FILES: InDesign CS2, Illustrator CS2 – placeable EPS files with all fonts converted to outlines, Photoshop – resolution 300 DPI, CMYK, TIFF.

MATERIAL SUBMISSION

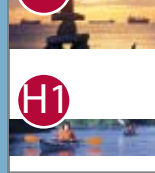
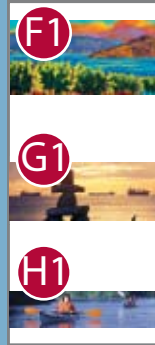
ACCEPTED MEDIA: Supply final material on CD or FTP transfer (contact us for details).

Or email large files through www.yousendit.com.

CHARGES: Additional charges will be invoiced to the advertiser if material is not in accordance with spec requirements.

REQUIREMENTS: When sending files include email with contact name & phone number, include the name of your organization in the name of your document.

e.g. YourCompanyName_VanDop.PDF



SEND AD MATERIALS TO: production@art-bc.com
 421 Richmond St., New Westminster, BC V3L 4C4
 Tel: 604.540.1064 Fax: 604.540.1062

Advertising Format: Bleed Ad Specs

Bleed Ad Options	Trim Size (W x H)	Required Bleed Ad Size with .1875" bleed on all sides *
A1 Double Page Spread **	8" x 9"	8.375" x 9.375" *
B1 Full Page	4" x 9"	4.375" x 9.375" *
C1 3/4 Page	4" x 6"	4.375" x 6.375" *
D1 1/2 Page	4" x 4"	4.375" x 4.375" *
E1 1/3 Page	4" x 2.625"	4.375" x 3" *
F1 1/4 Page	4" x 1.9375"	4.375" x 2.3125" *
G1 1/5 Page	4" x 1.5"	4.375" x 1.875" *
H1 1/8 Page	4" x .9375"	4.375" x 1.3125" *

* Please ensure that all critical elements (logos, text or important images) are .385" away from the left and right edges of your ad and that there is .1875" bleed on all sides. Your ad may be returned or modified if it does not fit this criteria.

** For Double Page Spreads, ensure that no logos, text or important images are found in the middle .75" of the ad. Anything here will fall in the gutter of the ad and will be hard to see.

DIGITAL FILES: CMYK Colour

PREFERRED FILES: High resolution PDF

OTHER ACCEPTED FILES: InDesign CS2, Illustrator CS2 – placeable EPS files with all fonts converted to outlines, Photoshop – resolution 300 DPI, CMYK, TIFF.

MATERIAL SUBMISSION

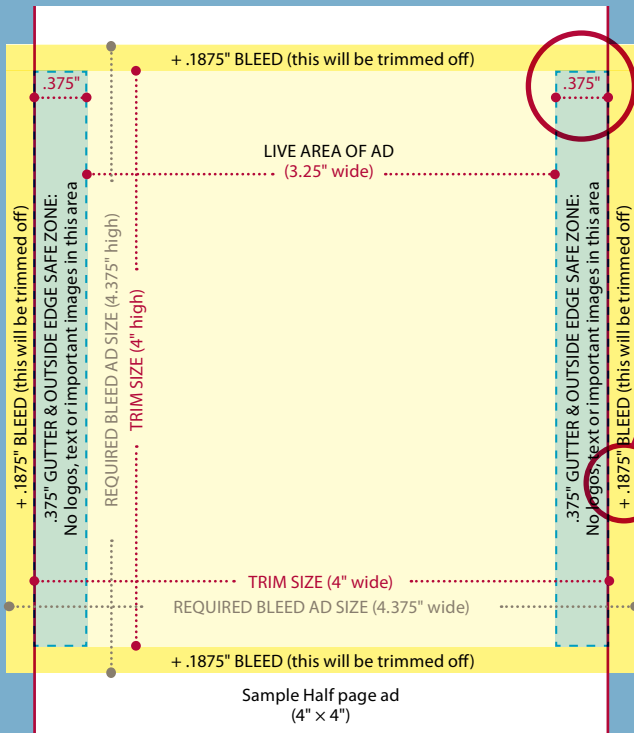
ACCEPTED MEDIA: Supply final material on CD or FTP transfer (contact us for details).

Or email large files through www.yousendit.com.

CHARGES: Additional charges will be invoiced to the advertiser if material is not in accordance with spec requirements.

REQUIREMENTS: When sending files include email with contact name & phone number, include the name of your organization in the name of your document.

e.g. YourCompanyName_VanDop.PDF





Todd Clark Studio

895 Charman Rd, Gibsons, BC, V0N1V4; 604.886.8343
www.toddclarkstudio.com; By appointment only.

While on the Sunshine Coast, enjoy many contemporary and traditional paintings at Todd Clark Studio. There is something for everyone.

1/8 page



Appleton Galleries

1451 Hornby Street, Vancouver, BC, V6Z 1W8
604.685.1715; www.appletongalleries.com

Mon–Fri: 8:30am–1:00pm, Sat–11:00am–1:00pm
Also available by appointment

Specialists in original Inuit and First Nations art, Appleton Galleries features one of Canada's largest collections of

Canadian Inuit stone sculptures, tapestries and Northwest Coast wood carvings, masks, plaques, paddles, talking sticks and more. More than 3,000 original carvings. Quality art for the collector in Downtown Vancouver for over

1/5 page



GILT Studio Gallery

In Artisan Square, Bowen Island, BC; 604.947.0899
www.giltgallery.com

Artists David & Holly Graff create fine art paintings and home decor accessories using traditional gilding techniques. Updating

the centuries old craft, they achieve a richly opulent finish on pieces that are equally at home in traditional and contemporary interiors.

1/4 page



Gift of the Eagle Gallery

441 Marine Drive, Gibsons Landing, BC; 604.886.4899
eagle-gallery@dccnet.com
Open Daily.

A rich and varied tapestry of coastal art including genuine native art – rooted in tradition and handcrafted by contemporary artisans.

Flora Floats by Jan Poynter

1/3 page

SEND AD MATERIALS TO: production@art-bc.com
421 Richmond St., New Westminster, BC V3L 4C4
Tel: 604.540.1064 Fax: 604.540.1062

Van Dop Style Ad

We make it easy. Advertisers can choose to have the Van Dop Production Team assemble their ad using the Van Dop Style Ad. Follow the instructions for submission below and our talented design staff will layout, edit and proof your ad, assuring that you will have the best possible presentation.

Send high resolution images, contact information and description to production@art-bc.com

DIGITAL IMAGE FILES: Photoshop – resolution 300 DPI, CMYK, TIFF.

REQUIREMENTS: When sending files include email with contact name & phone number, include the name of your organization in the name of your document.

MATERIAL SUBMISSION

ACCEPTED MEDIA: Supply final material on CD or FTP transfer (contact us for details). Or email large files through www.yousendit.com.


REQUIREMENTS: When sending files include email with contact name & phone number,

Please check your email for a proof of your ad and reply to us with your approval or changes within 24 hours. We must have your approval before we can print the guide.

Van Dop Style Ad Options	1/3 page	1/4 page	1/5 page	1/8 page
suggested word count *	60–90	55–90	50–70	20–35
suggested character count including spaces *	450–600	400–600	365–500	100–220

* Includes address block and description; does not include your business name.

- These numbers depend on the size of your accompanying image(s) or logo(s) and special formatting requests such as separate paragraphs or bullet points. Please use this chart as a starting point as you may still need to edit your description.
- Most advertisers opt for larger and more images when they choose a larger ad size instead of more words.



SEND AD MATERIALS TO: production@art-bc.com
421 Richmond St., New Westminster, BC V3L 4C4
Tel: 604.540.1064 Fax: 604.540.1062

Production Tips

DO:

- Convert all fonts to outlines
- Use TIFF for photos, not EPS. JPEG, GIF and PICT files are not appropriate for print. Always provide images at 300 DPI when 100% size.
- Convert all SPOT, RGB and INDEXED colours to CMYK. Ads not supplied in CMYK will be converted however, we will not be responsible for proofing colour shifts with you.
- If you are creating your ad on a MAC platform, please remember to save your ad with the extensions (e.g. yourad.pdf)
- Include the name of your organization in the name of your document so it will be easier to find.
e.g. **YourCompanyName_VanDop.pdf**

DON'T:

- Do not pull images off your website, the resolution will not be correct for print.
- Your ad should not be created in Photoshop. Type and logos will not be sharp when printed. If you must, please ensure the ad is 300 DPI and CMYK.

Questions?

Contact production at 604.540.1064 or send your inquiry to production@art-bc.com.

To book your
ad contact
Samantha Allen

Tel: 604. 521.6288

Email: [artguide@
art-bc.com](mailto:artguide@art-bc.com)