

Spaces and Prices

Prices include VAT

What is included

Regardless of the size of your brochure entry, entry costs include the following elements:

- Design and Print costs: Brochures, Postcards and Signage
- Inclusion in the DAW On-line Brochure with link to Google Maps
- 20 - 25 Brochures + 1 Vinyl Studio Banner + 6 Road Signs per venue
- 200 Postcards
- DAW Marketing - advised by professional support, this will have a strong focus on social media
- Professional distribution of 30,000 Brochures
- Large Roadside Signs / Banners
- Regular DAW Updates via email + DAW Facebook Page - including guidelines for editing and signing-off
- Office Support - email preferred or by phone Mondays or Wednesdays
- Area Adviser
- Access to a Local Coordinator for additional stock - it is expected that all participants will assist in stocking and re-stocking local outlets with brochures and postcards in the lead in and during the event

The tables on the following page give the prices for participating in Dorset Art Weeks 2018. The prices remain the same as in 2016.

The format of the DAW brochure is A5 Landscape. The brochure is known to have a shelf life of more than two years and the cost is more than competitive with a comparably sized black and white advertisement in a regional newspaper or magazine for one night or weekend!

Please make your choice of entry and send the appropriate payment using the BACS, CHEQUE or CARD option provided on the on-line entry form. If you are a DVA member please deduct 5%, or if you are part of a group email the office to check your discounted fee.

Choosing Your Entry

Please read the following notes in conjunction with the ENTRY OPTIONS table on the following page.

NB 1: The number of words applies only to the text that describes the context of your work. Opening hours, address and directions are separate.

NB 2: It is inevitable that 2 images in a quarter page entry will have to be at a reduced size even if you reduce the number of words. *We feel this is a compromised entry and have tried to discourage it through pricing.*

NB 3: Do Not Send Composite Images - i.e. one image made up of several images via photoshop or other, similar photo-package. These cannot be centred or re-sized properly without significant, additional design time.

NB 4: For all Group Entries - the designers may feel it appropriate to crop or vary the size of images to make the entry clearer or more appealing - you will see a draft page for approval.

NB 5: If you are sending a large number of images - i.e. 4 or more - please try to keep the descriptive text to a minimum so that the designers can provide the best possible sizing and arrangement of images.

NB 6: Images should be jpeg files, minimum size 500KB, maximum size 5MB

NB 7: You will see the draft of your entry before it goes to print, emailed to you directly by the designer.

NB 8: All fees are based on you completing a simple online application form, which will be available as of 1st November. If you are not confident online there is the option to come into the office and do your registration with us. There is an additional charge of £25 for this service. Please make an appointment - admin@dorsetvisualarts.org

NB 9: EMERGENT AND DISABLED ARTISTS (OPTION E1). The charity side of the organisation supports our emergent and disabled artists but unfortunately our resources are limited. To participate at this rate, you must meet one of the following criteria: 1. An artist or maker who is under 25yrs. 2. An artist of any age who, within the last two years, has either left college and, or, set-up their first professional studio or workshop (outside of their own home so are incurring external costs). 3. An artist who is registered as disabled and receives the relevant benefits. If you are exhibiting as part of a group and feel you're entitled to an emergent or disabled artist discount please contact the office for a bespoke price. *Please post or email either a copy of proof of age OR your NUS card OR a signed and addressed testimonial or reference from a Mentor or Witness, a copy of a studio utility bill OR a copy of your disability benefit documents. If you are unsure as to whether you qualify please contact the office.*

Entry Options

OPTION	Participants	Size	Image(s)	Words	FEE
A1	1	1/4 page	1	40 max	£265
A2	1	1/2 page	1 or 2	100 max	£425
B1	2	1/4 page	1 or 2 - see NB 2, 3 and 4	40 max	£420
B2	2	1/2 page	2	100 max	£500
C	Up to 4	1/2 page	4 - see NB 3, 4 and 5	100 max - see NB 5	£600
D1	5 - 10	1/2 page	5 - see NB 4 and 5	100 max - see NB 5	£800
D2	Up to 4	Full page	4 - see NB 4 and 5	200 max - see NB 5	£900
D3	5 (Group)	Full page	Up to 10 - see NB 4 and 5	150 - 200 - see NB 5	£1050
E1*	1	1/4 page	1 - see NB 9	40 max	£175

* Emergent or disabled artist

Additional Signage

Road signs	£3.50 each
Banners	£10.50 each