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Festival Patron: Mary La Trobe Bateman OBE

30 APRIL – 21 MAY 2011

Event Marketing and Advertising Guidelines Festival 2011

Communicate your event and be part of a high profile International Festival with a reputation for excellence, quality and innovation.

This is a fantastic opportunity to market your event / business for very little cost and also be part of a dynamic and innovative International Festival that draws audiences from all over the UK and Europe 15,000 plus in 2010.

Anyone with an event to include in the Festival should read 'advertising' as meaning an inclusion/copy in Guide.

The Stroud International Textile Festival brochures for 2011 will reach a wide readership nationally and locally.

The SITF 2011 **Events Brochure**, size A5. This will have a print run of 30,000. It will be distributed nationally and to selected areas in Europe, including Tourist offices, Colleges, Schools, Museums, Galleries, Art Centres, Textile organisations, Supermarket stands, Hotels/B & B's and mailed to all on our large data base, all Festival enquiries and so on.

This Events brochure will be free.

2011 has even more connections and links to Europe and will see a holiday tour company from Holland coming to Stroud to stay and participate in the festival. Many Guilds and groups are already booking to come and stay over for several days.

The brochure is produced to a high standard and using environmentally sensitive production methods, and reach out to be a publication that will attract large audiences and national interest.

The design of the 2011 brochure will incorporate full colour editorial and advertising pages within a framework of two colour design, continuing the festival's push to raise the visual impact and explore avenues of new contemporary design.

If you are including an **EVENT** please note this as images will be in one colour only and we suggest you consider a full colour advert to market your event.

We hope that you will agree that this is a fantastic way to market and profile your event/business/organisation for very little cost, in a publication that will last and be used beyond the Festival date.



FESTIVAL EVENTS BROCHURE:

Two colour design with full colour editorial and advertising sections

Print run of 30,000

Nationwide distribution

Available on SIT website

Printed using environmentally sensitive methods on recycled paper

Deadline for advert and event copy details: 14th January 2011

You MUST reserve your space by December 2010 at the very latest.

TWO COLOUR RATES:

Full Page 148.5 mm wide x 210 mm Ht with 3 mm bleed -	£300
Reduction for organisations & individuals who are Friends of S.I.T	£200
Full Page (with margin) 124.5 mm wide x 184 mm Ht -	£300
Reduction for Friends of S I T	£200
Half page (with margin) 124.5 mm wide x 87 mm Ht -	£175
Reduction for organisations & individuals who are Friends of SIT	£150

ALL ARTWORK MUST BE SUPPLIED AND ANY CORRECTIONS WILL BE CHARGED

FULL COLOUR ADVERTISING RATES:

Full page 148.5 mm wide x 210 mm ht with 3 mm bleed **£500**

Half page 124.5 mm wide x 87 mm Ht **£300**

Stroud International Textiles

Festival 2011

Technical specifications for adverts

If you are supplying the finished artwork please ensure that it is accessible to all. Please maximise tonal contrast between text and background and avoid using small font sizes.

File Formats:

- **eps** (encapsulated postscript) with fonts embedded
- **pdf** (portable document format) print quality with fonts embedded (otherwise you must use outline text and supply all fonts used)

Supplying adverts and editorial full colour

- Email – under 5 mb and sent by January 17th 2011
- Note that this is a final date for submission
- CD ROM (note that discs will not be returned)

Additional requirements:

Text: Send copy for events as Word file with exhibition or event titles, dates, times, venue addresses, tel no, e mail, website and full description of the event 100 words (excluding address etc) for half page and 200 words full page.

Images: 300 dpi of any logos or images to be used. (see image guidelines below)

If you would like the artwork done for you there will be a charge and this can be discussed with the designer before work commences. All prices above are without any additional artwork

All additional changes to the artwork sent and in addition to the quotes must be paid for, and we will advise you before we proceed.

Image Guidelines

Image Requirements:

Please choose simple clear images to include in the Brochure. Please try to use images that you have not previously used in the Festival.

Supply the image (s) on a clearly labelled non-returnable disc. Make clear which way up!!

Format:

Jpeg 300 dpi

Minimum 5 cm x 4 cm

Text or important images should not be within 3 mm of the border.

Poor quality images will not be considered for use.

It is in your own interests to send good quality images.

If you wish any artwork to be done for you there will be a charge. Please contact the S.I.T office for details and to book a space.

To book your space please contact by e mail or by phone the SIT studio on 01453 751056 / enquiries@stroudinternationaltextiles.org.uk

Then fill in the form below and send with payment to:

SIT

2011 Festival Advertising

Five Valleys Foyer

Gloucester Street

Stroud GL5 1QG

All cheques to be made out to Stroud International Textiles

Stroud International Textiles is a Company Limited by Guarantee, registered in England
Company Number: 6608614

EVENT & ADVERTISING BOOKING FORM

Name of organization/business or individual:
Friend details
Name of person booking & position if in organisation:
Address:
E mail:
Telephone:
Size of advert or listing:
Deposit enclosed:
Signature:

Please add here any further comments: