

Advertising rates

HOUSE Biennial 2017

Invited artist: **Laura Ford**

About HOUSE

Working with support from Arts Council England and Brighton and Hove City Council, and in partnership with Brighton Museum and Royal Pavilion, Photoworks, Outside In and the University of Brighton, HOUSE is a curated, contemporary and dynamic visual arts festival, now biennial, running from 30 September to 5 November 2017. It commissions an internationally regarded Invited Artist and selects from invited submissions, the work of critically engaged artists based in south-east England.

For 2017, HOUSE Biennial offers a major new work by invited artist, **Laura Ford**, in a co-commission with Brighton Museum and Royal Pavilion.

The brochure

- Comprehensive 4 colour guide to each project and artist with detailed map
- 25,000 print run
- Targeted distribution in all HOUSE venues, hot spots throughout Brighton and Hove and across the South East
- 8 week exposure from mid September to early November
- Available to view and download for a 12 month period at www.housebiennial.art

Advertising space is limited, don't miss out, book now!



Image courtesy of the artist

Advertising information

- **Great value for money**

Your advertisement in 25,000 free festival brochures, ensuring 8 weeks exposure for as little as £175 – brochures distributed locally and across the South East

- **Highly targeted audience**

ABC1's, discerning, educated and affluent

- **Increased footfall**

HOUSE projects lead festival visitors directly past businesses in several areas of the city

- **Discounts available**

10% off for all previous advertisers
25% off for charities and schools

- **Payment**

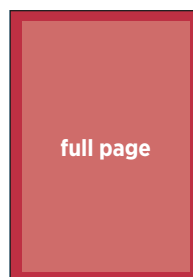
The payment deadline is
Friday 18 August 2017

Advertising sales and artwork contact:

George Mind

advertising@housefestival.org.uk
07938 729207

Full page



Bleed w216 x h303 mm
Trim w210 x h297 mm
Type w180 x h265 mm

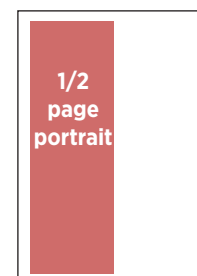
Cost

Back cover **£1,195**
inside back cover **£845**
Inside page **£795**

Half page



Landscape
w180 x h130mm

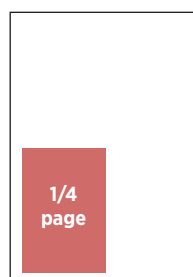


Portrait
w87.5 x h265mm

Cost

inside back cover **£495**
Inside page **£445**

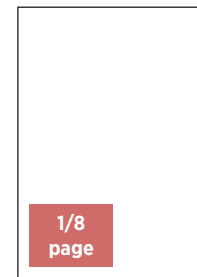
1/4 page



Portrait only
w87.5 x h130 mm

Cost £295

1/8 page



Landscape only
w87.5 x h62.5 mm

Cost £175

Sending your artwork

- **Artwork**

Your artwork should be supplied digitally as a press resolution PDF, with all fonts embedded and any spot colours converted to CMYK. Any adverts supplied incorrectly may incur additional studio costs.

- **Images**

Image files should be no less than 300dpi at print dimensions and CMYK.

- **Content**

The content of adverts is the responsibility of the supplier **please check that your advert is correct before sending the artwork.**

- **Deadline**

The deadline for supplying camera ready artwork is **Monday 21 August 2017**

- **Amendments**

Once artwork has been received this will be deemed to be the final and complete information. Alterations to artwork will be accepted at our discretion.

- **Cancellation**

You may be liable for payment in full for any adverts cancelled, or for which copy has not been received by the above deadlines.