



**EAST AUSTIN STUDIO TOUR
2010 - MEDIA KIT**

Nine days in November

Saturday, November 13th - Sunday, November 21st, 2010

Artist studios, art galleries and theaters all over east Austin will open up their doors to the public for the 9th East Austin Studio Tour. Thousands of people will take to the streets to get a behind the scenes look at working artists' spaces & processes and enjoy unique events, art happenings and educational programming. The mission of E.A.S.T. is one of interconnectivity: to bring together our diverse and extraordinary community in a celebration of creativity.





Power in numbers...

E.A.S.T. draws thousands of spectators every year and is only getting bigger. E.A.S.T. has recently been expanded from one weekend to 9 consecutive days, giving Austinites another reason to be out and about, exploring the art scene and everything else the east side has to offer. The E.A.S.T. website, map, and catalog serve as a guide not only for the duration of the tour, but becomes an invaluable year round reference to Austin's vibrant arts community.

In just 7 years the tour has grown from the 28 original studios to include over 150 participating studios & galleries and many more temporary exhibitions and art themed events.

In 2009, 7,000 catalogs and tour maps were printed. This year we expect to print and distribute 8,000 catalogs and maps throughout Austin.

Unique web visits have increased from 40,000 to over 80,000. In 2010 we expect over 100,000 unique web visits.



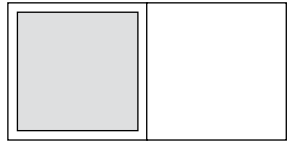
Get involved...

Sponsoring E.A.S.T. is a great way to promote your organization to thousands of progressive citizens who are interested in Austin and interested in our art community. This year there are five ways to sponsor E.A.S.T.

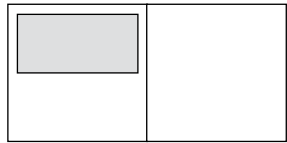
[1] Catalog sponsor

[rates vary]

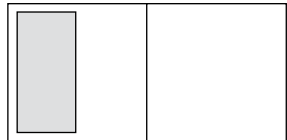
The E.A.S.T. catalog is a bible for art lovers and enthusiasts. Besides being a personal tour guide for the duration of E.A.S.T., the catalog is a collectors item and makes an excellent coffee table book. This 8.5 x 8.5 in. full color publication offers whole, half, or quarter page advertising opportunities. Each ad includes a link to your business from the E.A.S.T. website.



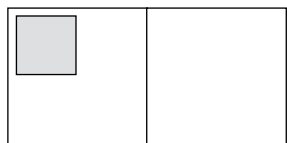
FULL PAGE:
8 X 8 in.
[\$650]



HALF PAGE:
8 X 3.875 in. (horizontal)
[\$350]



HALF PAGE:
3.875 x 8 in. (vertical)
[\$350]



QTR. PAGE:
3.875 x 3.875 in.
[\$175]



[2] Web sponsor

[\$500]

This prime web space is available to select sponsors. Web ads are placed on all major navigational pages of the E.A.S.T. website for 8 months, starting in October.

[3] Map listing

[\$150]

Business location name and address will be marked on an E.A.S.T. map, businesses listed on previous E.A.S.T. maps and websites have experienced higher traffic and sales during and after the studio tour. This opportunity is only available to east side businesses.



[4] Friends of E.A.S.T.

[\$20]

A "Friend of E.A.S.T." sponsorship is an affordable way for individuals to show their support. Friends of E.A.S.T. will be invited to a "Friends Only" special event where they will receive limited edition E.A.S.T. merchandise and an advanced copy of the E.A.S.T. catalog—before it is available to the public!

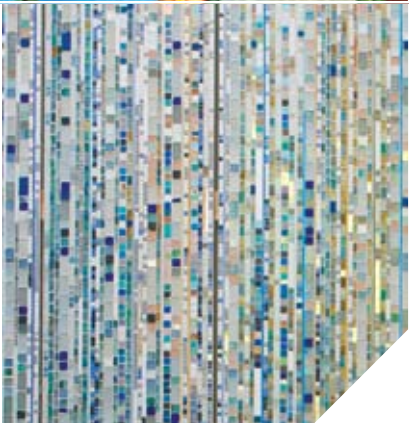


[5] **Tour Sponsor**

[\$2,000]

Tour Sponsorship gives your company exposure to a wide demographic and an association with our creative mission, while providing the East Austin Studio Tour with support that helps us create a unique and voluminous experience for working artists and the people of Austin and Texas. E.A.S.T involves diverse communities that range from experienced artists & creative professionals to students & youth, the rich multicultural community of east Austin, and art lovers of all stripes. As a Tour Sponsor, you will receive the following:

- Year-round logo exposure and Sponsor listing in the E.A.S.T. Catalog & Map (expected distribution: 8,000)
- Year-round logo exposure, link, and organization profile on the E.A.S.T. website: www.eastaustinstudiotour.com (expected unique visits: 100,000)
- Logo placement on 2010 Tour signage and promotional materials
- ½-page print ad in the 2010 E.A.S.T. Catalog
- Invitations for four people in your organization to our annual Catalog Premiere and Friends of E.A.S.T. Appreciation Event
- Guaranteed category exclusivity





Sponsorship information

Digital file requirements:

- Resolution for print ads should be 300 PPI / DPI or higher. Lower resolution will result in poor print quality
- Files for web ads should be 200 pixels x 100 pixels.
- Print files should be CMYK, web files RGB.
- No bleeds on print ads.
- Accepted file formats are: JPEG or PDF

[Click here to sponsor E.A.S.T.]

Direct inquiries to:

Stephanie Braddock
512.663.3959
Stephanieb3@gmail.com

Mail or deliver payment to:

Big Medium
5305 Bolm Rd. Ste. 12
Austin TX, 78721

Advertising deadline:

September 24th, 2010

Big Medium

The East Austin Studio Tour is a program of Big Medium, a 501(c)(3) non-profit arts organization based in Austin Texas, whose mission is to support the visual arts and artists in Texas.



Big Medium is funded and supported in part by the City of Austin through the Cultural Arts Division and by a grant from the Texas Commission on the Arts and an award from the National Endowment for the Arts, which believes that a great nation deserves great art.

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