

# Advertise with Coastal Currents

*"Participation in the arts should not be dependent on where people live or their social, educational or financial circumstances."*

**Arts Council England**

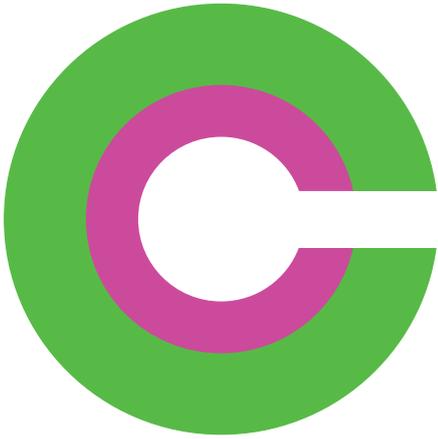
**EXTENDED AUDIENCE REACH (2018) - 1,863,412\***

**NUMBER OF ARTISTS INVOLVED (since 2012) - 3,150**

Coastal Currents Arts Festival is now in its twentieth year as a leading multi-arts festival celebrating the culture of our region. With our Open Studios programme involving more than 300 local artists every year, we are one of the few festivals of this type in the UK; grown from the community whilst raising public funding to create high quality cultural experiences and interventions which encourage permanent environmental change.

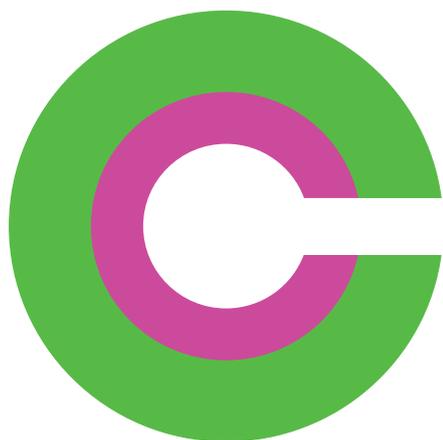
Moving forwards, we will continue to expose and involve the greatest amount of people possible in a collective celebration of culture on the south coast.

Our vision is to support the whole of the creative community in 1066 and the surrounding area, bringing opportunities, commissions, footfall and tourism whilst positioning this coastal area, rich in creativity, as an international destination for the arts.



## Why advertise with us

- \* Three months of advertising over the high season from July through September, including distribution at major visitor events such as Seafood and Wine Festival and Old Town Carnival.
- \* Be part of a beautifully printed, FREE A5 glossy publication with a minimum print run of 30,000 that showcases the area's culture, art and creative industries in and around Hastings, St Leonards and Rother.
- \* Contribute towards the area's annual arts festival and help associate your brand with our audiences.
- \* Get exposure to culturally minded, high spending visitors and residents. The website and brochure are referred to again and again.
- \* Your Advertisement will be seen from Folkestone to Brighton, to London; a minimum 2 hour drive radius of Hastings with delivery to Tourist Information Centres, Guest houses, Visitor Attractions, Galleries, Salons, Shops, Cafes plus lots of venues in Kent, Sussex and London.
- \* Great visibility over a long period as the brochure is restocked regularly for the months leading up to the Festival and throughout the Festival itself.
- \* Coastal Currents Website gets over 100,000 hits over the summer and early autumn as people check for events and updates. The website stays up all year and continues to receive hits.
- \* There is a special emphasis in the brochure and website to increase visitor footfall to food shops, cafes and restaurants, creative industries, specialist shops, style shops, hair and beauty.
- \* Cost Per Thousand (CPM) Rate = 0.003 It is a generally accepted ratio that at least 2 people will read each piece of print so a print run of 30,000 brochures will reach a minimum of 60,000+ potential customers. This means a £225 spend has a per customer cost of  $225/60,000 = 0.003p$ . This can be a cheaper and more targeted way of advertising than printing leaflets or advertising in daily newspapers.



## Rate Card

### **BROCHURE AD - PRICE LIST**

**1/4** of a page (portrait) £150

**1/2** of a page (landscape) £265

**Whole** Page £500

**Back** Page £750

**Inside Front** Cover (left hand side) £600

**Inside Back** Cover (Right hand side) £550

### **WEBSITE AD - PRICE LIST**

#### **Type 1 - Visit Us Listing**

(pull down menu tab; Places to Stay,  
Places to Eat & Drink, Things to do)

with a link to your website £75

#### **Type 2 - Clickable Block Ad (all pages)**

(this type of ads sits on the right hand side, across  
all pages of the site)

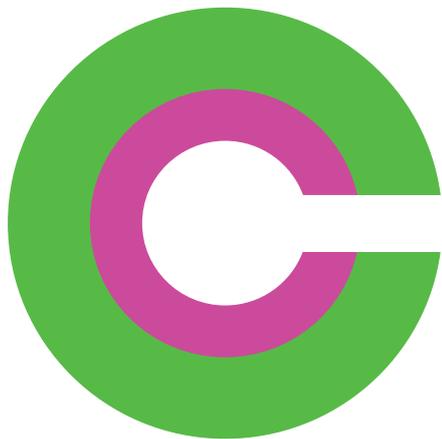
with a link to your website £150

### **BROCHURE & WEBSITE DISCOUNT EXAMPLES**

**1/4 Page brochure Ad + Visit Us Listing** £200

**1/2 Page brochure Ad + Block Web Ad** £350

**Whole Page Ad + Visit Us Web Listing** £520



# What you need to do

## FOR BROCHURE ADS

Send your complete Ad as a high res (300dpi) Print ready PDF to: [info@coastalcurrents.org.uk](mailto:info@coastalcurrents.org.uk)

Note: images embedded in Word, Word Docs or any other files will not be accepted.

## FOR WEBSITE ADS

Send up to 50 words of text describing your business, including your business name, address, telephone number, opening times, email, website (this will be linked to your site) plus 1 image minimum of 225 pixels wide by 145 pixels high, or a landscape saved as a JPEG.

For Clickable Block Ads please send us an image 250 pixels wide x 175 pixels high. (These are very limited so sold on a first come first served basis).

## ADVERT DIMENSIONS

Full page w148 x h210mm please add 3mm bleed

Half page w136 x h95mm (landscape) please include keyline or border.

Quarter page w66 x h95mm (portrait) please include keyline or border.