

ARTISANS

Center of Virginia

eNEWSLETTER, WEBSITE & ARTISAN TRAIL NETWORK RATE CARD

Virginia’s artisan industry is one of the state’s greatest untapped economic assets. Skilled craftsmen, with expertise in design, manufacturing techniques, and tradesmanship, form the backbone of the creative economy in many communities across the Commonwealth.

Artisan businesses in small rural to bustling urban communities provide a tremendous and largely underutilized opportunity for regional tourism marketing and economic growth.

We look forward to helping you capitalize your marketing efforts through alignment with the tremendous cultural vitality that Virginia’s artisan community represents.

Artisan Trail Network Site Sponsor & Opt-in Marketing Features Print Brochure Placements (rates may change per regional specifications)

The ACV Artisan Trail Network program with its brochure map feature and integrated online access is designed to help visitors experience an area's craft culture while fully accessing the many creative points of interest found along the way. Increase your exposure as an artisan trail sponsor or site destination today!

Features	Basic	Comprehensive
*Map Listing Upgrade	*75 additional characters (includes spaces)- \$50.00	* 150 additional characters (includes spaces) - \$100
Brochure Front	Text Feature - 75 characters - \$200.00	Text Feature – 150 characters - \$250.00
Special	Special Map Call Out Feature -\$500.00 and subject to trail management team approval	
Photo & Logos	Add a photo to the brochure front: One - \$150 Logo Placement (Front Feature Only) - \$250.00	
Notes	All text and photography features on the front side of the brochure are subject to editor approval and must be in alignment with the overall cultural direction defined by the counties. * Must be an approved trail site. 150 initial characters are included in participation fee.	

ACV Quarterly eNewsletter Sponsorship

ACV welcomes topic suggestions from sponsors. All articles must be editor approved and relevant to the craft artisan and/or patroning subscriber audience of ACV. (8.15.11 = 3,021 opt-in readers, 22,000 + extended estimate)

Event or Topic Focused Article	Newsletter Sponsor
Sponsor logo placement on the homepage for one month prior to event; “Special Features” rotation with direct link; Adver-article on specific event or topic in one quarterly edition of “The Virginia Artisan” newsletter with corresponding listing on the ACV Event Calendar; \$450.00 – no photo \$500.00 - \$700.00 – with photo placements (size & number determines cost for multiple photos)	Direct link on homepage corresponding during the release period of one edition of “The Virginia Artisan” newsletter. Sponsor logo and description included in body of newsletter \$350.00 – one issue \$325.00 per – two issues \$300.00 per – three issues \$275.00 per – four issues

Discounts – Trail Site Participants & Sponsors receive a 10% discount

**Top Choice
Premiere Homepage Logo Positioning**

A focal point on our homepage provides exclusive high level exposure for targeted marketing.
\$250.00 per month, (discounts available on 3 or more consecutive month placements)

Direct Links on high traffic pages

Studio School, Artisan Trails, Retail Alliance - Main Landing Page Placements	3 Months – \$225.00	6 months - \$445.00	12 Months - \$765.00
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- ◆ The Artisans Center of Virginia was incorporated as a non-profit organization in 1997 and appointed the “Official State Artisans Center” by Governor Gerald Baliles. ACV is the established and unifying brand by which the entire state of Virginia’s Artisan Craft Industry can be identified as single entity representing the approximately 3,000 separate cottage businesses that make up its \$218 million dollar economic impact to the Commonwealth (C.O.D.A ., April 2001, “The Impact of Crafts on the National Economy – Virginia Summary”).
- ◆ The Artisan Trail Network program is developed in partnership with local communities, The Virginia Tourism Corporation, Virginia Department of Housing and Community Development and each localities offices of tourism economic development.
- ◆ The Artisan Trail Online Features includes integration with the Virginia Tourism Corporation’s Trip Planner search engine.
- ◆ The Monticello Artisan Trail 18X24 full color map brochures are distributed at VA Welcome Centers, other tourism outlet locations and each trail participant site (Estimate 23,000 first-run printed per trail region).
- ◆ ACV Annual Website Stats: 1.6 million hits with 300,000 unique visits consisting of 600,000 page views

*****Circle the placements above that you wish to purchase along with any options or discounts that apply***
 (We will contact you by email regarding the design specifications)**

Name _____ Company _____

Billing Address _____

City _____ State _____ Zip _____

Email _____ URL/Website _____

Telephone _____ FAX _____

Total for placements \$ _____ (We will email confirmation with an invoice number for your records)

MC/VISA/Discover _____ Expires _____

Signature _____ Date _____



**Make checks payable to: Artisans Center of Virginia (ACV)
 Address: P.O. Box 452, Waynesboro, VA 22980
 Phone: 540.946.3294 Email: info@artisanascenterofvirginia.org**

ACV is a non-profit tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code therefore contributions are tax-deductible to the extent allowed by current laws and regulations.