



# Palm Springs Writers Guild

TURN YOUR WRITING DREAMS INTO REALITY

## PRESIDENT'S LETTER

Your Board members and I are excited to share a unique promotional opportunity with you to help promote your books and business with class and elegance. The Board approved the development of a 16-page, four-color signature that will run in the September 2018 issue of "ArtPatron Magazine". This signature, which will serve as the Guild's 2018-2019 catalogue, will focus on the Guild, its activities, meetings and program calendar, its participating authors, and local supporting and participating businesses.

"ArtPatron Magazine" has a reported monthly circulation of 30,000 that covers Riverside, San Bernardino, and Orange Counties, including the Laguna Beach and High Desert art communities. The magazine is published six times a year. A brief discussion about this project was shared with those at the general meeting on April 7 with copies of the magazine made available to everyone in attendance.

Another 5000 copies of this 16-page signature will be printed separately for the Guild's distribution to Valley businesses, local events, friends, family, visitors, etc. announcing the Guild's 2018-2019 seasonal activities, including your advertised books or business. There is limited Advertorial space (\$500 per column, 3-column maximum) for highlighting authors, their stories, their books, etc. Other ad sizes include 1/6-page, 1/4-page, 1/2-page, full-page inside front cover, full-page inside back cover, and full-page of the last page (it becomes the back cover when printed separately by the Guild). When you consider the cost of this four-color advertisement includes the design and layout at no additional cost, this is a very cost-effective promotional opportunity.

For example, a 1/6-page, four-color advertisement—including design and layout—will cost participating Guild members \$295; non-members \$350. That is a cost per copy of \$0.008 (\$295 divided by 35000 copies). Your advertising discount is another great member benefit. Additionally, you will be given an e-copy of the advertisement or Advertorial for your electronic distribution.

Income from advertising and Advertorials is projected to pay for the Guild's 2018-2019 seasonal catalogue listing presenters, workshops, boot camps, and other activities, including the showcasing of you and other member-authors and local businesses who have decided to participate. A copy of the advertising rates is attached in PDF.

I know you do not want to miss this wonderful promotional opportunity. Ms. Christine Dodd, Editor in Chief, ArtPatron Magazine, will join us at the next general meeting (May 5) to answer questions. Her table will be in the back of the room, so you can ask her questions before or after the meeting.

Written advertising commitment must be received by the Guild, with payment, on or before June 30, 2018. Participation will be on a first-come, first-serve basis and the limited advertising space is available until sold out.