

Dear Denver Plein Air Arts Festival Participants!

For over 37 years, Southwest Art Magazine has been the leader for collectors of fine art of today's west. A definitive source of information and inspiration, Southwest Art spotlights the work of today's best emerging and established artists.

This year, Southwest Art Magazine is pleased to announce our sponsorship of the Denver Plein Air Arts Festival, hosted by the Golden Triangle Museum District in Denver. At the Gala Opening Reception on November 10, 2009 at the Denver Public Library, we will be awarding a Full page Award of Excellence to the artist whose work is selected by Southwest Art Magazine.

Southwest Art Magazine would like to create a *Special Advertising Section* in the month of November with promotional rates and benefits for your group. Each issue reaches over **213,000 serious collectors** while the average value of a subscriber's household collection is almost \$190,220!

Artists in the Denver Plein Air Arts Festival who participate in this special section will enjoy the following benefits: Southwest Art will post and promote the entire special advertising section on our website at no extra charge for 3 full months.

The sizes and rates which are available for the section are as follows:

<b>Full page, four color</b>	<b>\$2,300 includes all production charges with 1 Image (you will also receive a free large box ad on our website at no additional fee – value 400)</b>
<b>½ page horizontal or vertical long</b>	<b>\$1,300 includes all production charges, 1 image (you will also receive a small box ad on our website at no additional fee – value 300.00)</b>
<b>1/4<sup>th</sup> page vertical, four color</b>	<b>\$600.00 includes all production charges with 1 image</b>
<b>1/6<sup>th</sup> page square, four color</b>	<b>\$400.00 includes all production charges with 1 image</b>

*Space reservations* for August are the **10<sup>th</sup> of September** with *materials due by the 15<sup>th</sup> of September*. Please contact **Kimberly D. Moore, Regional Sales Manager at 303 697 9494** or [kimberly.moore@fwmedia.com](mailto:kimberly.moore@fwmedia.com)

Southwest Art looks forward to working with you to raise the profile of your organization and promote the outstanding work of your artists!