



Join the 28th Annual Marin Open Studios to get these benefits that help you make the most from your art career!

A. *MOS Website* - Marinopenstudios.org allows you to easily create and update your comprehensive online gallery pages and link with your website:

1. Searchable by choosing an art form by thousands of web visitors 12 months a year.
2. Features search engine optimization, plus a tracking system.
3. Gives you a network to grow your art business and offers shared studios.

B. *Social Media* -we are building Facebook followers that connect you with the online community and includes a new private page for artist resources. We also provide frequent posts on Instagram.

C. *MOS Tour Guide*

1. Directs buyers to artist's studios, images, contact, and website.
2. 40,000 guides are distributed in Marin County, including 33,000 in Marin Magazine to high end households, serves as a year- round resource.

D. *MOS Newsletter* - updates to MOS' 4,000 art lovers email database year round

E. *MOS Gallery Exhibition* - thousands of art lovers visit over four weeks
MOS Gallery Preview - 800 art lovers attend, join the art community

F. *MOS Mentoring* - Free workshops, how to prepare, promote, and sell your work

G. *MOS Media Advertising*

1. Offers exposure to potential Marin collectors as well as new Bay Area demographics through our internet marketing and promotion partner.
2. Professional publicist and graphics team direct the ad campaign, over \$10,000 is invested in ads and publicity.
3. Social Media, online, and hard copy ads in all local publications and TV
4. Artist directional signs, map in guide (plus bike routes) steers public to your studio

H. *MOS Satellite Shows* – Three venues throughout Marin during the year

- I. Access to other promotions from people who contact MOS seeking artists

Sources of funds to cover the expenses to produce MOS are:

1. 29% of funds come from you, and
2. 71% of funds come from Sponsors, Donations, Tour Guide Advertisements