



Benefits to Artists Participating in the Monterey County Artists Open Studio Tour

- **Artwork Sales:** Artists sell their work directly to the public.
 - **Catalogs:** Artists are listed in the Tour Catalogs with an image of their work, their address, phone number and website. We will print at least 50,000 of these; 36,000 are inserted in the Monterey County Weekly the week before the Tour, 10,000 in the Pine Cone, and the remaining 4,000 pieces are distributed to hotels, coffee shops, visitor centers, etc., to publicize the tour to the public.
 - **Postcards:** Approximately 30 postcards will be distributed to each artist to mail to their contacts to help them publicize the Tour. We also produce and distribute an electronic version of the postcard for artists to distribute to their contacts.
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- **Tour Location Signs:** The Location Signs are 16" x 20". We distribute at least 6 of these to each artist, to be set out in front of their studios, and at the corners of intersections within their neighborhoods, to guide people to their locations.
 - **Posters:** We print posters that are displayed throughout the county at high traffic locations.
 - **Advertising:** We are publicizing the Tour on KAZU radio; and post information about the Tour on Facebook, Twitter, Instagram and on the Arts Habitat website.
 - **Facebook Post:** Participating artists receive a post about themselves and their art, along with images, on the MCAOST and Arts Habitat Facebook pages.
 - **Website Listing:** Participating artists are listed on our site, with links to their websites.
 - **Tour Exhibition:** Artists submit one work of art to be included in a 6 week MCAOST Exhibition, taking place at the Seaside City Hall art gallery from September 10 through October 25. Many Tour takers visit this exhibition to view the art with the purpose of choosing which artists they will visit during the Tour.
 - **Digital Map:** Each artist is listed and located on a digital map that is available at bit.ly/mcaost.
 - **Free Workshop:** Participating artists are invited to attend a free workshop on *Tips for a Successful Tour*, covering subjects such as: how to market yourself and your art; pricing artwork; publicity; and artwork display.

Arts Habitat connects and collaborates with artists and arts organizations in Monterey County to foster a dynamic, growing community, while leading the way to a thriving center for the arts at East Garrison. Our nonprofit, tax identification number is 77-0461309.

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