



We invite you to be a part of the Toe River Studio Tour this coming December.

The bi-annual Toe River Arts Studio Tours are among the biggest community money makers in Mitchell and Yancey counties. And the Studio Tour Guide book plays a huge role in making that happen.

Features of the Guide:

- A 40 +/- page, pocket sized, 4-color coated stock (new this tour!) booklet.
- Businesses will be listed geographically according to type of business (i.e., Want to Eat, Just Here for a Visit, Looking to Stay; names are being developed for this inaugural issue)
- Comprehensive locator map with both counties and towns identified
- Several ad sizes from which to chose what's right for your business

Benefits from Advertising with Toe River Arts:

- Advertising makes it easy for tour visitors to enjoy all the benefits of our beautiful mountain region.
- Each tour features between 80 and 100 artists and galleries—an attractive visitor destination.
- The 5,000 copies of the guide will be carefully distributed in select galleries and high-trafficked regional businesses; artists carry them to craft fairs and other arts councils have them on hand for their guests, as will the Asheville and local chambers of commerce.
- Your ad will be on our website and in our monthly e-newsletter emailed to 2,000 people who have expressed an interest in the arts and our area, and on our facebook page.
- And because of the easier to handle size and year-round usefulness, it is handed out to visitors even after the Studio Tour has ended.
- **AND YOU ARE SUPPORTING THE WORK OF TOE RIVER ARTS**

Ads are limited and on a first-come, first-serve basis with a limited number of spaces available. Deadline for reservation, payment, and ad copy (if you would like us to design your ad) is September 12. Camera ready ads are due September 18.

The three-day event brings hundreds of folks to Mitchell and Yancey counties where they eat, sleep, and shop. What better way to get the word out than to put it into their hands as they motor around our cities and towns?

Your ad sponsorship helps defray the cost of printing and allows for more advertising on the radio, in newspapers and magazines. A win-win for support of Toe River Arts and for your business. For more information, call the Burnsville Administration offices at 828.682.7215. To reserve your spot, please email Carmen Grier at carmenfgrier@gmail.com or Kate at kate@toeriverarts.org.