

# OPEN HOUSE ATLANTA

Imagine the impact on the public as they tour the studio in an architecture firm, hidden rooftop hideaways, the catacombs underneath a turn-of-the-century skyscraper, or a behind-the-scenes tour of a restaurant or theater. Open House Atlanta is all about making architecture, interior design, and public planning accessible and understandable to the general public – and clearly demonstrating the contributions the built environment makes to society.

Open House Atlanta will take place **October 19-20**, and in our third year we anticipate the participation of 50+ buildings and public spaces along the Peachtree Corridor, through Downtown, Midtown, and Buckhead. The event invites the public to explore new buildings and the culture of those communities, learn the history and stories of each building and space.

And best of all, OHATL is completely **free-of-charge**—no registration or tickets are needed.

## 194K

WEBSITE HITS

Data recorded since the beginning of OHATL in 2016.

## 1.6K

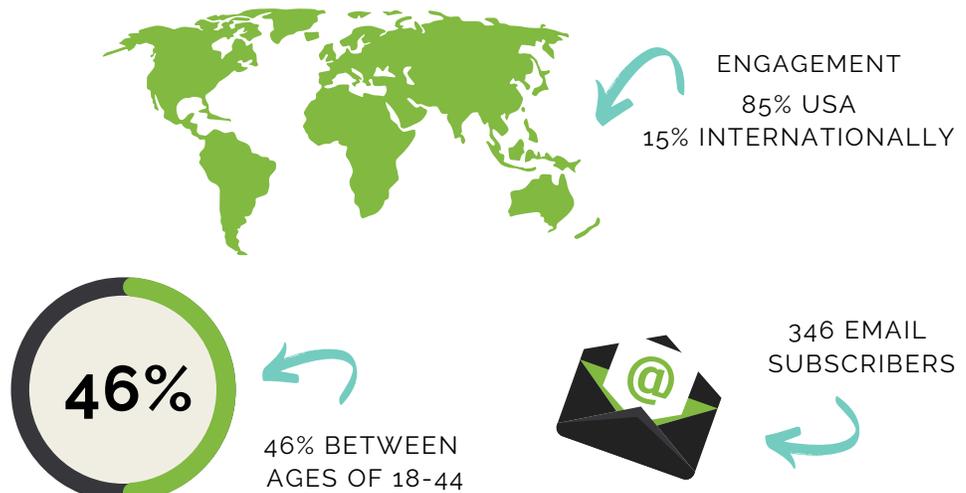
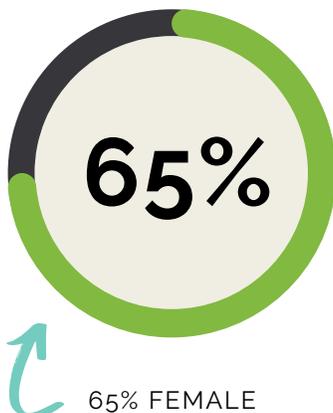
SOCIAL MEDIA FOLLOWERS

Data recorded since the beginning of OHATL in 2016.

## 5K

ANNUAL ATTENDEES

Average annual attendees since the beginning of OHATL in 2016.



# OUR AUDIENCE

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Our audience comprises both in-person attendees and digital guests who participate via social media. They are educated, creative, young, and influential. They are interested in live/work options in-town and are cultural consumers with an interest in good design. They are highly likely to attend events Downtown and patronize local restaurants and businesses.



# SUPPORT

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As an Open House advertiser or supporter, you will be able to join the conversation and showcase your commitment to design quality and to the City of Atlanta. Promote your brand to thousands and extend your network to the connections that matter most. Cover placement will also receive recognition on the supporters page of the website with a digital link to your company.

## BUILD RELATIONSHIPS



Connect with other design professionals during our opening festivities. Sponsors, owners, architects, community officials, press and the general public are expected to attend. Meet with and build new relationships with prospective customers.

## BUILD YOUR BRAND



Promote your company or organization across the design+build community and other potential customers with our brand exposure benefits and establish your unique position in one of the fast-growing cities in the United States.

## BUILD YOUR BUSINESS



With a multitude of opportunities to get your brand out to the right people; the heart of our partnership with our sponsors is making important connections so you can get deals done.



## Open House Atlanta Program Ad Sizes and Specifications

**Full Page**  
**5.5" x 8.5"**

Inside Back Cover - \$1000

Interior Full Page - \$750

Keep important elements such as text at least 1/4" from the edge of your full page ad to prevent them from being cut off

**Half Page**  
**5.125" x 4"**

Rate - \$500

**Eighth Page**  
**2.5" x 2"**

Rate - \$100

**Quarter Page**  
**(Vertical)**  
**2.5" x 4"**

Rate - \$250

**Eighth Page**  
**2.5" x 2"**

Rate - \$100

# Quarter Page (Horizontal) 5.125" x 2"

Rate - \$250

## Ad sizes

Full page: **5.5" x 8.5"**

*Please keep important elements (such as text) at least 1/4" from the edge of your full page ad to prevent them from being cut off during printing*

Half page: **5.125" x 4"**

Quarter page: **2.5" x 4"** (vertical)  
**5.125" x 2"** (horizontal)

1/8 page: **2.5" x 2"**

## File Types Accepted

**PDF** (Press Quality)

**Photoshop**

**Illustrator**

**InDesign** (Packaged)

**Publisher**

**TIFF, JPEG, or PNG** (300dpi or higher only)

\*All files should be high resolution and include a .125" bleed all around.