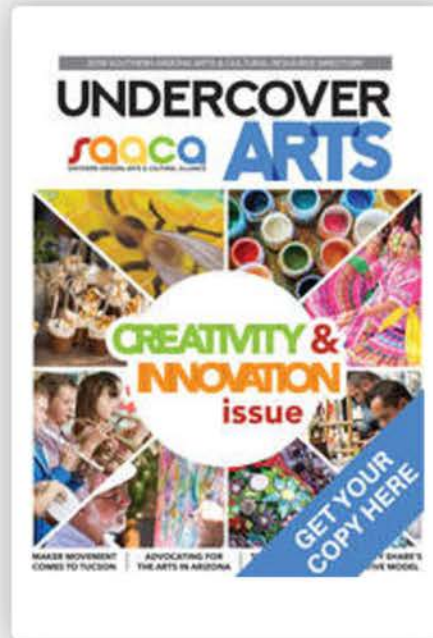


UNDERCOVER ARTS

magazine



2025 MEDIA KIT

www.saaca.org / advertising:accounting@saaca.org / (520) 240-2766



/ OUR MAGAZINE

After a four-year hiatus, we are thrilled to announce the return of UNDERCOVER ARTS Magazine! This annual publication, produced by the Southern Arizona Arts & Cultural Alliance (SAACA), is the region's most comprehensive guide to the creative economy—connecting artists, businesses, and organizations with the audiences and opportunities that help them thrive.

We invite you to join us—be listed, advertise, and showcase your work in the definitive guide to Arizona's creative sector.

/ TOP 5 INTERESTS OF OUR READERS

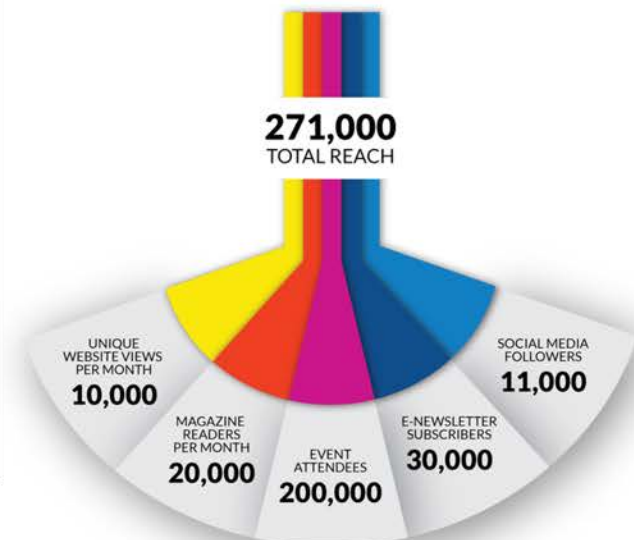
- **Arts and Culture Advocacy & Policy** - Passionate about the role of arts in community development, policymaking, and funding advocacy. Supports initiatives that promote equitable access to arts and cultural opportunities.
- **Creative Economy & Business Growth** - Interested in how arts and culture intersect with business, tourism, economic development, and placemaking. Engages with creative entrepreneurship, artist-led enterprises, and arts-driven innovation.
- **Health & Wellness Through the Arts** - Believes in the transformative power of arts in healthcare, therapy, and public health initiatives. Explores case studies on arts programs in hospitals, senior care, and mental health interventions.
- **Local & National Support for Arts Organizations and Cultural Resources** - Actively seeks funding opportunities, residencies, grants, and professional development for artists. Wants access to a comprehensive directory of creative professionals, organizations, and funding sources.
- **Innovative & Cross-Sector Collaborations** - Drawn to groundbreaking partnerships between arts, technology, science, urban development, and education. Values creative problem-solving in tackling social issues through arts-based solutions.

/ OUR READERS

100% *Are supporters of arts, culture, and community, and are curious to learn more about the impact arts and culture make in our community.*

80% *Regularly attend arts and cultural performances, and invest their money in supporting local music, purchase art, support local venues, performing arts organizations, makers and local businesses.*

Strength IN NUMBERS



ADVERTISING OPPORTUNITY / UNDERCOVER ARTS MAGAZINE 2025

UNDERCOVER ARTS
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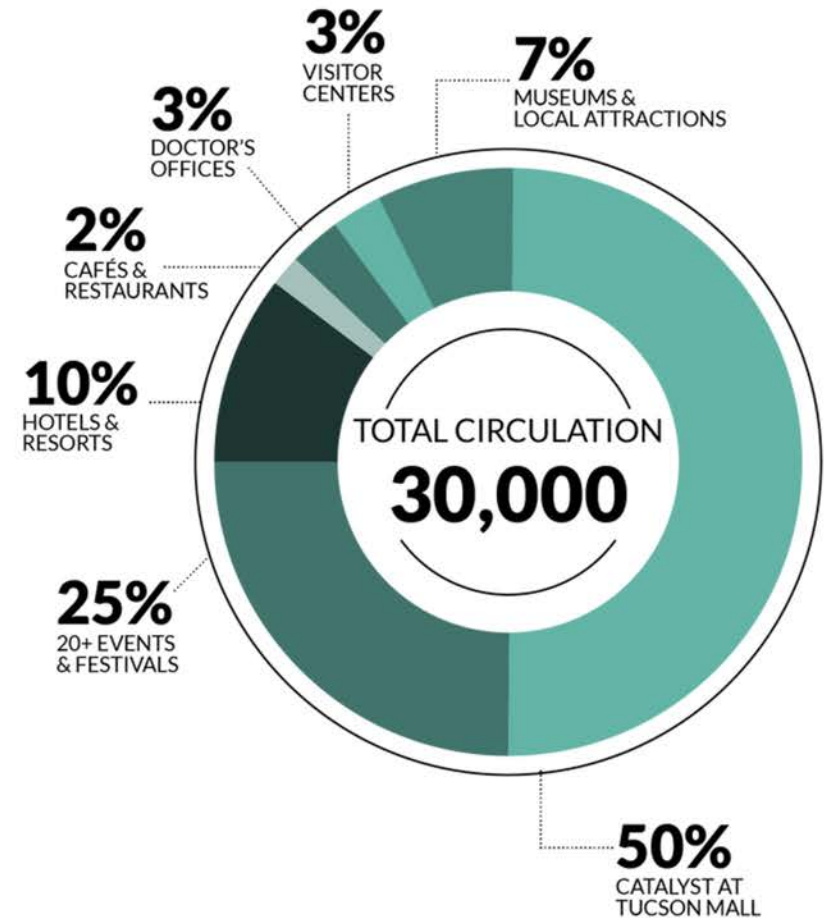
The 2025 edition will launch in June 2025 and will remain in circulation through May 2026, featuring an expanded **Statewide distribution and a new searchable online directory**. This year's theme, Arts & Wellness, will explore the powerful intersection of creativity and well-being in partnership with Watermark Communities.



- **ENHANCED DIGITAL OUTREACH** with an online searchable database
- Increased **STATEWIDE CIRCULATION** at events, festivals, and business locations
- **YEAR-ROUND VISIBILITY** through social, website, and online promotion
- **OVER 100 PHYSICAL DISTRIBUTION SITES**, including museums, cultural institutions, galleries, hospitals, business and shopping centers, festivals, and events



The **UNDERCOVER ARTS Magazine** is your gateway to greater recognition, collaboration, and economic impact.



/ WHY ADVERTISE WITH UNDERCOVER ARTS?

- **MULTI-PLATFORM EXPOSURE** - Your brand will be seen across print, digital, and social media channels, ensuring maximum visibility.
- **TARGETED AUDIENCE ALIGNMENT** - Reach decision-makers in arts, business, healthcare, tourism, and government who are actively investing in arts and wellness-driven solutions.
- **LONGEVITY & REACH** - Unlike traditional advertising with short lifespans, **UNDERCOVER ARTS** remains in circulation for a full year across major distribution hubs.
- **AUTHENTIC BRAND ASSOCIATION** - Align your business with a movement that champions creativity, innovation, and social progress.

UNVEILING THE POWER OF THE ARTS

A magazine dedicated to illuminating the transformative role of arts and culture in shaping healthier, more connected, and vibrant communities. This issue is proudly underwritten by Watermark Communities, who is dedicated to creating extraordinary and innovative environments where individuals thrive. This issue will feature a variety of stories connecting arts, healthcare, wellness and a holistic, community-based approach to healing.



ARTS & HEALTHCARE: HEALING THROUGH CREATIVITY

- **Innovative Arts in Medicine Programs** - How hospitals are integrating arts into patient care, from music therapy to visual art installations improving mental and emotional well-being.
- **The Role of the Arts in Memory Care** - Creative interventions that enhance cognition, memory, and quality of life for individuals in assisted living and dementia care.
- **Veterans & the Arts** - How art-based programs are being used in the VA and veteran support networks to address PTSD, reintegration challenges, and emotional healing.
- **Public Health & the Arts** - How creative placemaking and public art initiatives are driving mental health awareness and community well-being.

CULINARY ARTS & WELLNESS

- **Food as Medicine** - The rise of culinary-focused programs in hospitals and community health centers that use food education, cooking workshops, and nutrition-based healing.
- **Community Gardens & Food Equity** - Exploring how artistic approaches to urban farming and food systems are promoting sustainability and access to fresh food.
- **Culinary Arts & Cultural Identity** - Celebrating how regional chefs and food artisans preserve tradition, foster community engagement, and promote local economies through culinary storytelling.

THE ARTS & MOBILITY: DESIGNING INCLUSIVE AND ACCESSIBLE CITIES

- **Creative Mobility Solutions** - How dance, movement therapy, and interactive public art installations are helping people with disabilities and mobility impairments regain independence.
- **Public Art in Transportation** - The impact of murals, performance art, and creative placemaking on enhancing public transit and pedestrian-friendly urban design.
- **Arts & Aging in Place** - How theater, music, and storytelling initiatives are empowering seniors to stay engaged, mobile, and active in their communities.

BEHAVIORAL HEALTH & THE ARTS

- **Trauma-Informed Arts Practices** - How arts programs are being used in schools, correctional facilities, and social service organizations to support individuals dealing with trauma.
- **The Role of Music in Mental Health** - How live music, drumming circles, and songwriting workshops are being used as therapeutic tools for stress relief and emotional regulation.
- **Creative Expression & Youth Mental Health** - How artistic mentorship, poetry, and visual storytelling are giving young people a voice and outlet for self-expression.

ARTS & INNOVATION: THE FUTURE OF HEALING THROUGH CREATIVITY

- **Cross-Sector Collaborations** - How artists, scientists, and healthcare professionals are working together to develop new treatments, create sensory experiences for patients, and build cutting-edge medical environments.
- **Neuroscience & the Arts** - The latest research on how engaging in the arts can help rewire the brain, accelerate recovery from trauma, and enhance overall well-being.

CREATIVE PLACEMAKING: ARTS-DRIVEN SOLUTIONS

- **Revitalizing Neighborhoods Through the Arts** - How cultural programming, street art, and community festivals are driving economic growth and fostering social connection.
- **The Power of Public Art** - How murals, sculpture parks, and creative design are shaping healthier, safer, and more vibrant public spaces.



PRINT AD SPECIFICATIONS / UNDERCOVER ARTS MAGAZINE 2025

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Accepted Ad File Formats

- All images and files must be 300 dpi at 100% scale.
- Images should be in CMYK.
- RGB and Spot Color files will be converted to CMYK, which may slightly affect color.

PDF Files

- Use the PDF/X1a:2001 setting when creating a PDF.

Photoshop Files

- Save images as .psd, .tiff, or .eps files.
- Include all fonts used in the file.
- Tip: For a Rich Black background, use the following color percentages:
 - 30C, 20M, 20Y, 100K

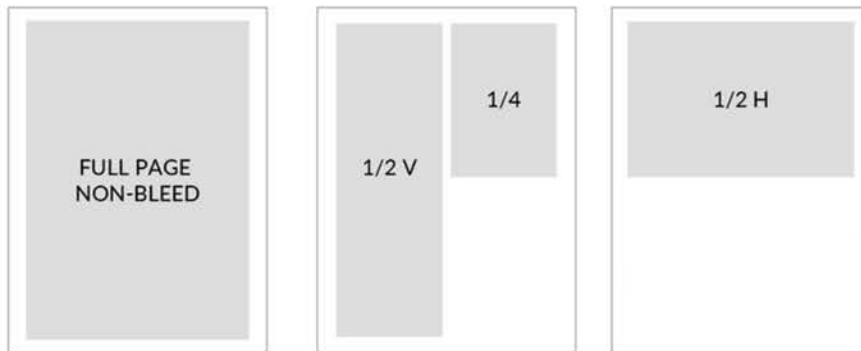
Submitting Files Electronically

- Email artwork if the file size is under 10MB (including attachments).
- All advertisements should be emailed to undercoverarts@saaca.org
- Use file compression programs like StuffIt or ZIP to reduce file size.
- If the file size is over 10MB, send it via a file-sharing service such as:
 - www.WeTransfer.com
 - www.hightail.com
 - www.dropbox.com

Accepted Proofs

- To ensure color accuracy, provide a proof of your ad.
- Contract Proofs: A professional color proof that serves as a final agreement between the printer and client.
- Color Target: A printout of the ad or image(s) that will be used for color verification.
- Note: If a color-calibrated proof is not provided with 4-color ads, the publication cannot be held responsible for color accuracy.
- Color adjustments can only be made to workable files that include all high-resolution images and fonts.

/ AD SIZES & PRICING



2 PAGE SPREAD	(2x) 7.875" wide x 10.125" high	\$2,750
FULL PAGE	7.875" wide x 10.125" high	\$1,500
HALF PAGE HORIZ.	7.875" wide x 5" high	\$750
HALF PAGE VERTICAL	3.875" wide x 10.125" high	\$750
QUARTER PAGE	3.875" wide x 2.42" high	\$400
UPGRADED LISTING	With Address & Bold	\$150
UPGRADED W/ PHOTO	With Address, Bold & Photo	\$300

UPGRADED LISTING \$150

Jennifer Little
Southwest Art Designs
4550 N Oracle Road, Suite 421
Tucson, AZ 85705
WWW.SOUTHWESTDESIGNART.COM

UPGRADED LISTING WITH PHOTO \$300

Jennifer Little
Southwest Art Designs
4550 N Oracle Road, Suite 421
Tucson, AZ 85705
WWW.SOUTHWESTDESIGNART.COM



Need assistance creating your advertisement artwork?

We can help you design an advertisement for \$250-\$600, depending on your size.

ARTWORK DEADLINE MAY 9, 2025

BE SEEN. BE RECOGNIZED. BE PART OF THE MOVEMENT.

— UNDERCOVER ARTS —
— magazine —

Secure your 2025 ad placement today and gain year-round visibility in Southern Arizona's premier arts and culture publication.

RESERVE YOUR SPACE NOW!

For rates and custom partnership opportunities, contact Kate Marquez at kate@saaca.org or call (520) 240-2766



/ A POWERFUL PLATFORM FOR ARTS, INNOVATION, AND COMMUNITY IMPACT

UNDERCOVER ARTS Magazine is more than just a publication—it is a movement. Published by the Southern Arizona Arts & Cultural Alliance (SAACA), this annual magazine showcases the transformative power of arts and culture in building healthier, more connected, and economically thriving communities.

By supporting UNDERCOVER ARTS, businesses, nonprofits, and community leaders have the opportunity to:

Invest in the Future of the Creative Economy

- The creative sector drives innovation, attracts investment, and fosters vibrant communities.
- Supporting this magazine amplifies the voices of artists, cultural organizations, and businesses leading arts and wellness initiatives.
- Your investment strengthens a year-round platform showcasing and empowering Arizona's creative ecosystem.

Elevate Your Brand Through Purpose-Driven Storytelling

- Arts and culture differentiate brands through authentic, community-driven narratives.
- UNDERCOVER ARTS offers a unique advertising opportunity aligned with innovation, impact, and social responsibility.
- Position your business as a leader in arts, wellness, and the creative economy through high-profile storytelling.

Support Arts-Driven Solutions to Complex Challenges

- Arts and culture help solve societal challenges, from public health to workforce sustainability.
- By supporting UNDERCOVER ARTS, you advance creative solutions in healthcare, business, and community development.
- Arts-based programs enhance patient care, reduce stress, and foster holistic healing.

Be Part of a Movement That Drives Long-Term Change

- Arts and culture connect generations, inspire leaders, and strengthen communities.
- Investing in UNDERCOVER ARTS supports arts-driven progress and economic growth.
- When artists and creatives engage with decision-makers, they bring fresh perspectives and drive lasting change.

UNDERCOVER **ARTS** magazine



JOIN US IN SHAPING THE FUTURE OF ARTS & WELLNESS

Support UNDERCOVER ARTS Magazine and position your organization at the forefront of Arizona's creative movement. Gain unparalleled visibility, align with purpose-driven storytelling, and contribute to a publication that is actively transforming lives through arts and culture.



RESERVE YOUR SPACE FOR THE 25/26 MAGAZINE

www.saaca.org / advertising: accounting@saaca.org / questions: (520) 240-2766