

Advertising Rates for NEMAA Artist's Directory, 2010

Art-A-Whirl Dates: Fri. May 14th, 5– 10 pm
Sat. May 15th, noon– 8 pm Sun. May 16th, noon– 5 pm



Northeast Minneapolis Arts Association

2205 California Street NE, Suite 118 Minneapolis, MN 55418
Phone: 612-788-1679 Fax: 612-788-1668 www.nemaa.org
Office Hours: Monday, Wednesday, Friday, 9:30 am to 3:30 pm

Northeast Minneapolis Arts Association (NEMAA) is a nonprofit arts agency that promotes and supports quality and diverse art resources in Northeast Minneapolis to benefit the greater community.

Throughout the year NEMAA members also open their studios. For more information see www.nemaa.org

Each year NEMAA sponsors Art-A-Whirl (AAW), a self-guided open studio and gallery tour of Northeast Minneapolis. More than 600 artists participate in the event, which draws upwards of 40,000 visitors each spring. AAW takes place the third weekend in May. In 2010 it will be held May 14-16.

The Directory: NEMAA Artist's Directory is the guide to AAW and is used year-round as a reference tool by art lovers, businesses and artists.

Page Size	Dimensions	Non-Member Rate	Member Rate (less 10%)
Line Listing	Name, Ph. No & Website	\$ 109.00	\$ 98.00
1/8th page	2.575" wide x 2.05" high	\$253.00	\$228.00
1/4th page	2.575" wide x 4.20" high	\$484.00	\$436.00
1/2 page Horizontal	5.25" wide x 4.20" high	\$935.00	\$841.50
1/2 page Vertical	2.575" wide x 8.50" high	\$935.00	\$841.50
Full page	5.25" wide x 8.50" high	\$1540.00	\$1386.00
Center page	5.25" wide x 8.50" high	\$1800.00	\$1620.00
Inside cover	5.25" wide x 8.50" high	\$2200.00	\$1980.00
Back cover	5.25" wide x 8.50" high	\$2200.00	\$1980.00
Inside Back cover	5.25" wide x 8.50" high	\$2200.00	\$1980.00

All display ads receive a free line listing.

ALL MEMBERS DISPLAYING ART AND BUSINESS PARTNERS WILL HAVE A DOT ON THE MAP!
(within map limits)

<p>1/8 page ad 2.575 inches wide 2.05 inches high</p>	<p>1/4 page ad 2.575 inches wide 4.20 inches high</p>
<p>1/2 page ad 5.25 inches wide 4.20 inches high</p>	
<p>or vertical 2.575 inches wide 8.50 inches high</p>	
<div style="border: 1px solid black; padding: 5px; display: inline-block;"> <p>Full page ad is 5.25 inches wide 8.50 inches high</p> </div>	

NEMAA Directory & AAW Specs

Submit ads in PDF format with fonts embedded. Format your ads using **CMYK** color-space and **350 dpi** resolution.

Ad submissions:

aawads@nemaa.org

Include in your email subject line, "Ad Submission".

Email your ad in PDF format as an attachment. All ads will receive a free line listing—state the name, website and phone number that you would like listed.

If you're sending an ad that is not in PDF format, please Stuff or Zip the files, including any fonts or images, into one compressed file before attaching. Also, include any relevant information and contacts for your company. You may also send a CD to NEMAA at above address. NEMAA will design your ad for \$75.

Members receive a 10% discount.

Become a member of NEMAA.
Individual Artist—\$60.00
Community Friend—\$60.00
Non Profit/Community Arts—\$75.00
Professional Gallery—\$100.00
Local Business Partner—\$175.00

Local Business Partner Benefits:

Communication with membership via the member newsletter and website. Listing in the AAW directory and on the NEMAA website. Advertising discounts in member publications, AND business locations noted on the Directory's map.

Circulation: 32,000 catalogs will be printed and distributed throughout the metro area. The catalogs are available three weeks prior to the the Art-A-Whirl tour May 14, 15, and 16.

Payment:

Make Checks payable to and send to:
NEMAA

2205 California St. NE Suite 118
Minneapolis, MN 55418
Visa and MC accepted

Ad Proofing Party:

Thursday, March 18, at the NEMAA office
2205 California St. NE, Suite 118
from 11:30 am to 6 pm.

We strongly encourage advertisers to attend and proof their ads to catch possible transmittal errors. Please let your ad sales person know if you are unable to attend.

Advertising Coordinator
Nancy Sartor, 612 501-9479
nksartor@gmail.com

Nick Legeros, 612-270-2962
NLegeros@msn.com

Brian Gioielli, 952-334-2658
briangioielli@gmail.com

Tom Dimock, 651-999-9944
tom@dimockartdesign.com

**Deadline: Must have ad and payment
by February 16, 2010.**

For more information about NEMAA or AAW:
www.nemaa.org