



May 12, 2009

**Re: Performing Arts Guide for Kingston and Surrounding Area Ad/Listing Rates**

The Kingston Regional Arts Council is pleased to announce the creation of the first annual Performing Arts Guide for Kingston and Area. This guide will be marketed to tourists and residents to promote our performances, groups and events in the region. I am writing to invite the inclusion of your information in this much needed marketing brochure.

The multi-page, colour brochure will be distributed at tourism tradeshows, through the Kingston Tourism Office, the Kingston Accommodation Partners, Historic Inns of Kingston and by numerous private enterprises, such as galleries, stores and local patrons. We are targeting a completion date of the middle of August 2009. This will allow distribution of the directories at the beginning of September, which marks the start of the performing arts season. As such, the deadlines are tight and I urge you **to respond no later than Friday, June 19, 2009** in order to be included in the guide.

The guide will be laid out in a similar way to the Fine Craft & Artist Directory, however will be divided by category such as dance, vocal, theatre, live music, etc. There will be a calendar of events included as well.

On the following page, is an application for listing and / or ad space for this guide. Please complete it and return it to the Arts Council along with payment (payable to the Kingston Arts Council). All listings will be in alphabetical order and indexed, and will include a photo (supplied by you). A high-resolution, professional-quality colour photo (minimum resolution of 300 dpi) is essential in order to create a professional-quality guide with huge impact. The photo and completed ad artwork (for advertisements, not listings) must be emailed to me at [linds@lindseyfair.ca](mailto:linds@lindseyfair.ca) by June 19<sup>th</sup> as well.

If you have any questions, please contact me in any of the ways below. I look forward to hearing from you.

Sincerely,

A handwritten signature in black ink that reads "Lindsey Fair".

Lindsey Fair

[www.lindseyfair.ca](http://www.lindseyfair.ca)

[linds@lindseyfair.ca](mailto:linds@lindseyfair.ca)

613-217-7249

*On behalf of the Kingston Regional Arts Council*

**Performing Arts Guide for Kingston and Surrounding Area  
FINAL DEADLINE: Friday, June 19th, 2009**

To qualify for a listing, you must be a performing arts group, venue, special event within Kingston or surrounding areas as far west as Bath/Napanee, as far north as Harrowsmith and as far east as Gananoque.

**You must also be a current member of the Kingston Arts Council.**

**Note: Finished brochure is 9" high and 4" wide, 2 columns per page. Photo submitted must be 300 dpi and no larger than the ad/listing size in jpeg format.**

<b>LISTING INFORMATION</b>			
Name:			
Business Name:			
Address (include Street address):			
Phone:		Website URL:	
Email:		Hours (if applicable):	
Description (up to 75 words):			
<b>PAYMENT OPTIONS</b>			
	<input checked="" type="checkbox"/>	<b>Price</b>	<b>Amount Enclosed</b>
<b>KAC Membership</b> (if not already a member)			
Individual	<input type="checkbox"/>	\$30.00	
Organization	<input type="checkbox"/>	\$50.00	
<b>LISTING TYPE</b>			
Basic Listing <i>(maximum 4" high x 1.625" wide, photo included)</i>	<input type="checkbox"/>	\$75.00	
Enhanced Listing <i>(same size as basic, but include up to 5 events for events calendar)</i>	<input type="checkbox"/>	\$25.00	
Inside Front Cover Ad	<input type="checkbox"/>	\$290.00	
Outside Back Cover Ad	<input type="checkbox"/>	\$320.00	
Ad 1/2 page <i>(3.75" high x 3.5" wide)</i>	<input type="checkbox"/>	\$175.00	
Ad 2/3 page <i>(5" high x 3.5" wide)</i>	<input type="checkbox"/>	\$220.00	
Ad Full page <i>(7.75" high x 3.5" wide)</i>	<input type="checkbox"/>	\$250.00	
<b>PAYMENT INFORMATION</b>		<b>TOTAL PAYMENT</b>	
<input type="checkbox"/> Personal Cheque (payable to Kingston Arts Council)			
Signature:			

I hereby submit this application as specified for listing within the Kingston and Area Performing Arts Guide.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please make cheque payable to the Kingston Arts Council, and forward it and the completed application to:

Lindsey Fair  
c/o Kingston Arts Council  
253 Ontario Street  
Kingston, ON K7L 2Z4