

2012 MEDIA KIT



2205 California Street NE, Suite 118
 Minneapolis, MN 55418
 612-788-1679
 nema.org

Northeast Minneapolis Arts Association (NEMAA) is a non-profit arts organization with the mission of promoting and supporting the quality and diversity of artistic resources based in Northeast Minneapolis to benefit artists and the greater community. NEMAA serves over 700 members, including artists, community friends, non-profit organizations, art galleries, and business members. We believe that our community is strengthened by connections between all sectors, and strive to serve as a catalyst for that process.

NEMAA presents two major events every year, **Art-A-Whirl (AAW)**, which takes place the third weekend in May, and **The Fall Fine Arts Show**. NEMAA also assists in promoting events that our members participate in, including year-round open studio events in the NE Arts District, Art Attack, and Caché. NEMAA views these events as vital components towards successfully bringing local artists, community members, business owners, and the broader public together to make a positive, quantifiable impact on the community's economic strength and vitality.

The Directory: NEMAA's Artist Directory serves as a year-round reference guide to NEMAA artists and their events in NE Minneapolis, as well as a guide to Art-A-Whirl. The core audience of the Directory consists of arts and culture lovers and artists who value NEMAA's mission and its events. 30,000 Directories are printed and distributed throughout the year in the metro area – the majority of which are distributed up to 3 weeks before, and during AAW. AAW draws upwards of 30,000 visitors to NE Minneapolis throughout the 3-day event, and over 500 artists participate. The design and content of the Artist Directory encourages readers to keep and utilize the Directory year-round as a resource to the NE Arts District's vibrant arts and business scene.

AD RATES

Consult with your ad rep if you would like NEMAA to design your ad.

Ad Proofing Session:

Monday, March 12
 11:30 am to 6 pm
 NEMAA office
 2205 California St. NE, Suite 118

We strongly encourage advertisers to attend and proof their ads to catch possible errors. NEMAA is not responsible for ads not made to specs or unproofed ads.

2012 AAW Dates:

May 18, 19 and 20th
 For more information about NEMAA or AAW see www.nema.org

Size	Non-Member	Member <i>(less 10%)</i>
Line Listing <i>(Name, ph.# & web site)</i>	\$109.00	\$ 98.00
1/8th page	\$253.00	\$ 228.00
1/4th page	\$484.00	\$436.00
1/2 page <i>Horizontal or Vertical</i>	\$935.00	\$841.50
Full page	\$1,540.00	\$1,386.00

Preferred positions available at special rate. Contact your advertising representative.

All advertisers receive a complimentary line listing. Restaurants, food and beverage businesses are listed in the Dining Guide.

Members receive a 10% discount

Become a member of NEMAA

Individual Artist	\$72.00
Community Friend	\$72.00
Non Profit/Community Arts	\$75.00
Professional Gallery	\$120.00
Local Business Partner	\$210.00

Deadline: All ads and payment due by Wednesday, February 1, 2012

Advertising Representative:
Marilyn A. Miller
952-942-7355
marilyn@nema.org

NEMAA

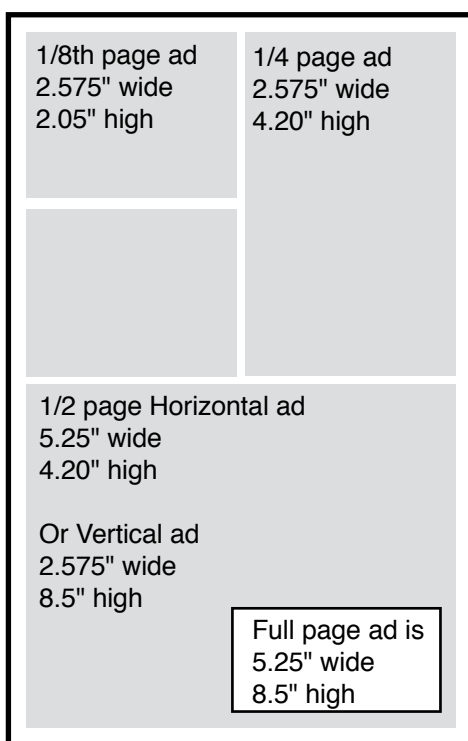
Northeast Minneapolis Arts Association

2205 California Street NE, Suite 118
Minneapolis, MN 55418
612-788-1679
nema.org

AD SPECS

NEMAA Directory Ad Specs:

- Submit ads in PDF format.
- Embed fonts.
- Format your ads using CMYK. We print in four-color process. PMS (Pantone/Spot) colors are not accepted. All PMS and RGB colors must be converted to process (CMYK) colors. We are not responsible for the reproduction of RGB and PMS colors that must be converted to CMYK.
- 350 dpi resolution.
- Name your PDF ad file with your company name.



Size	Dimensions
1/8th page	2.575" wide x 2.05" high
1/4th page	2.575" wide x 4.20" high
1/2 page Horizontal	5.25" wide x 4.20" high
1/2 page Vertical	2.575" wide x 8.50" high
Full page	5.25" wide x 8.50" high

Ad submissions:

marilyn@nema.org

Include your company name in your e-mail subject line:
"COMPANY NAME_Ad Submission".

E-mail your ad in PDF format as an attachment. Maximum size of e-mail attachments is 10 MB.

Ad Proofing Session:

Monday, March 12
11:30 am to 6 pm
NEMAA office
2205 California St. NE, Suite 118

We strongly encourage advertisers to attend and proof their ads to catch possible errors. NEMAA is not responsible for ads not made to our specs or unproofed ads.

**Deadline: All ads and payment due by
Wednesday, February 1, 2012**

Advertising Representative:

Marilyn A. Miller

952-942-7355

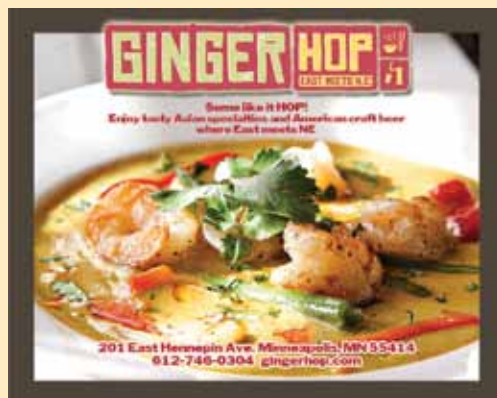
marilyn@nema.org

NE Dining Guide

A tour of Northeast's art studios will certainly stimulate your senses. Don't forget to include your taste buds too. The area's renowned restaurants, coffee shops, and bars are sure to wet your whistle, satisfy your sweet tooth, and please your palate.

Central Avenue Liquor Store

We're an independent, locally owned NE Mpls. business focusing on good wine, great craft beers & spirits. Check out our new wines and craft beer selection. Bring this book in for 10% off your purchase at any time. Live NE Love NE Shop NE!
2538 Central Ave NE, Mpls., 612-781-3424



Chowgirls Parlor

Rent Chowgirls private dining room for your groom's dinner, anniversary celebration, birthday party, or business lunch. Your guests will enjoy our award-winning local, organic catering.
1222 2nd St NE, Mpls., 612-203-0786
www.chowgirls.net

Dusty's

Home of the Dago made with homemade Italian sausage. Check out our meat raffle every Friday evening at 5:30pm. Enjoy a menu full of variety and great drink specials.
1319 Marshall St NE, Mpls., 612-378-2118
www.dustysbaranddagos.com

Eastside Food Co-op

Full Service Natural Foods Grocery with fresh produce, meats, wonderful cheeses, and bulk items. All organic salad bar! Pizza! Hot entrees! Soups! Muffins! Coffee! Sushi, and SO MUCH MORE!
2551 Central Ave NE, Mpls., 612-788-0950
www.eastsidefood.coop

Good food is closer than you think . . .

EASTSIDE



FOOD CO-OP

www.eastsidefood.coop
612-788-0950 • open daily 8-9

2551 CENTRAL AVE NE • MINNEAPOLIS

Proud NEMAA Member Since 2004!
The Only Food Co-op Located
in the Northeast Arts Community.
Come See our North Wall Murals
& More Art Inside!





Northeast Minneapolis Arts Association

2205 California Street NE, Suite 118
Minneapolis, MN 55418
612-788-1679
nema.org

CONTRACT

Advertising Representative:

Marilyn A. Miller

952-942-7355

marilyn@nema.org

Advertising Insertion and Membership

Business name: _____

Contact name: _____

Address: _____

City, state, zip: _____

Phone: _____ Fax: _____

E-mail: _____

Ad size: _____

Ad cost: \$ _____

Ad design available for \$75..... \$ _____

Membership category: _____

New member Renewing member

NEMAA membership cost: \$ _____

Image/logo in membership listing for \$25..... \$ _____

Total Amount Due: \$ _____

Date: _____

Name: _____ Signature: _____

Phone #: _____ Web site: _____

Information for line listings, complimentary for all advertisers. Restaurants, food and beverage businesses please use Dining Guide form.

Credit Card Information

Visa

Master Card

Card number: _____ Expiration date: _____ 3-digit code on back of card: _____

Cardholder name: _____

Billing address: _____