

Art-i-facts Magazine Cultural Arts Council Member Submission Information

Please submit your good quality, high-resolution front and back cover photos, event calendar listings with photos, articles (features) and advertisements by the submission deadlines to admin@polkarts.org.

If you suspect you may need a day or two extra to submit your article or photos, please let me know ASAP. Please send what you can by the deadline. Please remember: I am not responsible to remind you of deadlines. You may print or view the deadlines and information on our website anytime, 24 hours/day. The direct link is polkarts.org/art-i-facts. Or, go to polkarts.org and click on the top menu item "Art-i-facts" to go where all of the information is located. Do not expect an email reminder. You probably won't get one.

FRONT COVER PHOTO SUBMISSIONS – High resolution/quality images of events/exhibitions taking place during the issue dates. Images should be at least 8.75 inches wide (2625 pixels) includes bleeds. Height is not as important, but must be considered. A full size front cover, the height 11.25 inches (3375 pixels) at 300dpi (includes bleeds). The live area of the front cover is 8.5" wide (2250 pixels) x 11" high (3300 pixels), but we need the bleeds for cropping. I receive submissions that would be around 2-3 inches wide by 1-2 inches tall. They look great on screen, printed on my inkjet or even my laser printer, but will be pixelated on a printing press. If your file is not **at least** 1MB or 1000KB or larger in size, then it's probably too small for the front cover.

PHOTOS – High quality images from your upcoming AND past events to let the public know what you do. We can use events from the recent past to express something coming up. We frequently use these images in the calendar, on the back cover, to accompany your features in the magazine. **Photos are important.** I know it's difficult to have a photo of something that hasn't happened yet, but sometimes you can find something that has already happened that will help your story.

ARTICLES/STORIES/FEATURES – 400 +/- words (less is more, **photos are really important**). Ideas – Write about a featured artist (visual artist, performer, dancer, musician, etc), a volunteer or group of volunteers, an employee highlight, a grant or award, important news, a timely arts issue, etc. Be creative. Do not use your articles to regurgitate your upcoming events. If you must write about an event, exhibition or special program focus on just one, or connect it to something else, maybe a guest artist biography.

If you write about more than one subject, please keep items separated and indicate the order of importance. That way items can easily be placed where they belong, prioritized or even cut if there is not enough space. There isn't always enough space for everything. **No organization is guaranteed a certain size page or length of article in the magazine. The only guarantee space in the magazine is a paid advertisement.**

Need story suggestions? Ask! Maybe we can help, but not at the last minute. Also, put us on distro for your press releases. If you send your press releases with photos far enough in advance we can put those in our folder for you for the appropriate upcoming issue.

EVENT CALENDAR ITEMS – Keep it short (around 24-36 words), **only using more** if you must. The general format includes Date(s), Event Title, Time, short description (may be edited or omitted for space), Organization, Venue, City, Website and/or Phone Number. We sometimes omit the phone number if we don't have the room, and will list your facebook page address if we have the room. Sometimes we move the order around a bit, because of the way it fits in the column. When possible, we include admission/ticket prices. Let us know if the event is FREE, so we can list that too. We have sections in the Event Calendar: Continuing Exhibitions, Recurring Events (monthly, weekly, etc), Theatre Events, and Events (listed under the month).

Typical Event Calendar Examples (THESE EXAMPLES ARE OLD):

November 19. ArtEscapes Tour. 8:30am-5pm. Visit Cornell Museum at Rollins College (Winter Park), and the Festival of Trees at Orlando Museum of Art. Fee with lunch: members \$65, nonmembers \$70. Lake Wales Arts Council. www.lakewalesartscouncil.org.

November 19. Polk County Family Week Free Day: "Healthy Families Enjoy Their Community." 9am-5:30pm. Enjoy a free day at the Museum with the donation of a non-perishable food item. Explorations V Children's Museum, Lakeland. www.explorationsv.com; 863-687-3869; www.facebook.com/explorationsv.

November 19. Orchestra Concert. 7pm. Adults \$11, Students/Seniors \$9. Harrison School for the Arts, Lakeland. 863-499-2855; www.harrisonarts.com.

December 3-20. Black & White & Read All Over. Gallery hours: Mon-Fri, 12:30-4:30pm and one hour prior to all Theatre Winter Haven performances. FREE. Ridge Art Association Gallery, Winter Haven. 863-291-5661; www.ridgeart.org.

ADVERTISING – Sizes are 1/8 page (\$85), 1/4 page (\$150), 1/2 page (\$225), and full page (\$400) per issue. The member rates are in parentheses. Pay for 4 ads in advance and get the 5th ad free. For more information, click on the "Art-i-facts" top navigation menu on the website at polkarts.org.

Have questions? Email admin@polkarts.org (preferred). If needed, you may text or leave a detailed voicemail at 863-797-4278.