

ADVERTISING MEDIA KIT

CraftSource

Annual Craft Shows Book & Craft Resource Guide

ABOUT CRAFTSOURCE

The Ontario Crafts Council is pleased to present:
CraftSource 2012- Annual Craft Shows Book & Resource Guide

Our online publication is the most trusted, reliable, and accurate craft show and resource guide on the market. Show organizers, suppliers and craftspeople can advertise and access information in one exceptionally valuable guide.

The *Annual Craft Shows Book* increases the diversity and quality of work at your event, as well as markets your event to emerging artists, craftspeople and craft enthusiasts. At the same time, the *Craft Resource Guide* is continually referred to by craftspeople working in all media as a source for materials, supplies, classes, publications, and marketing, as well as promotional and operational needs.

Double your exposure in *CraftSource*. By purchasing a listing or advertisement in either the *Annual Craft Shows* section or *Resource Guide* section you will be able to reach a critical audience for your event, business or resource. *CraftSource* is sent to 1,500 OCC members as a benefit and is available online for free as a PDF file to an unlimited readership.

Advertising opportunities:

Listings

- Reach a critical audience for your craft show or business.
- Your listing will link directly to your website.
- For the *Craft Resource Guide*, appear in a special index with a highlighted listing by offering a 10% discount to OCC members.

Advertisements

Consider complimenting your listing with a 1/4 page, 1/2 page or Full page advertisement. Your ad links directly to your website and works hard all year to promote your show or company. Don't forget, craftspeople throughout Ontario and Canada will be referring to *CraftSource* again and again for FREE!...this is your chance to make an impact on the craft community!

This media kit includes

- Deadlines and Rates
- Advertisement Agreement
- *Annual Craft Show Book* Listing Order Form
- *Craft Resource Guide* Listing Order Form

View *CraftSource 2011* at www.craft.on.ca/Programs/CraftSource

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DEADLINES AND RATES

Deadlines for CraftSource 2012

Deadline for Show Listings: **EXTENDED!** September 30, 2011

Deadline for Resource Guide Listings: October 10, 2011

Deadline for Advertisements: October 10, 2011

Release Date: November 28, 2011

Listing Rates

Craft Show Listing	\$60.00
Resource Guide Listing	\$40.00
Add your logo!	\$20.00

Ad Rates/Dimensions (w x h)

Full page (second page)	\$1000	4.5" x 7.5"
Full page (size A)	\$600	4.5" x 7.5"
1/2 page	\$400	
horizontal (size B)		4.5" x 3.5"
vertical (size C)		2.15" x 7.5"
1/4 page (size D)	\$250	2.15" x 3.5"

Artwork can be created for you by *CraftSource*.
Image material and copy are required.

Production artwork charges:

Full page: \$150

1/2 page: \$125

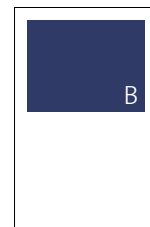
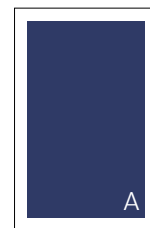
1/4 page: \$75

For artwork inquiries please contact:

Maxine Bell

416-925-4222 ext 224

mbell@craft.on.ca



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ADVERTISEMENT ORDER FORM

Advertisement Deadline: October 10, 2011

Please complete only the forms that apply to your needs. The OCC offers bundled advertising rates with *Studio* magazine and *CraftFl@sh*. Please contact Christine Lawrance for more information at 416-925-4222 ext 221 or clawrance@craft.on.ca.

Advertisement Agreement

To reserve Ad space, please fill out this form and either fax to 416-925-4223, email to craftsource@craft.on.ca or mail them directly to the OCC office. 300 dpi JPEG of your advertisement should be sent to clawrance@craft.on.ca.

advertiser name

address

city province postal code

Ontario Crafts Council member*

yes member # _____

Ad Selection**

check your desired Ad size

	Rate	(W x H)
<input type="checkbox"/> full page (inside cover)	\$1000	4.5" x 7.5"
<input type="checkbox"/> full page (size A)	\$600	4.5" x 7.5"
<input type="checkbox"/> 1/2 page	\$400	
<input type="checkbox"/> horizontal (size B)		4.5" x 3.5"
<input type="checkbox"/> vertical (size C)		2.15" x 7.5"
<input type="checkbox"/> 1/4 page (size D)	\$250	2.15" x 3.5"

I would like CraftSource to design the Ad

full page: \$150

1/2 page: \$125

1/4 page: \$75

Billing Contact Information

name

phone

email

Form of Payment

ad rate: \$ _____

design charge: \$ _____

subtotal: \$ _____

HST (13%): \$ _____

total: \$ _____

cheque visa mastercard amex

I prefer to be invoiced

credit card # expiry date

name on card

signature

*save 10% if you are an OCC Craft Professional or Affiliate member. Save 15% if you are an OCC Business member.

**ads must be supplied as JPEGs, 300 dpi with correct dimensions. The OCC is not responsible for editing content.

FOR OFFICE USE ONLY: Account # 4360-300

Processed by: _____ Date: _____

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CRAFT SHOW LISTING ORDER FORM

Show Listing Deadline: September 30, 2011

Craft Show Listing Agreement

Listings are \$60.00 each and must be PREPAID. To reserve listing space, please fill out this form and either fax to 416-925-4223, email to craftsource@craft.on.ca or mail them directly to the OCC office.

Show Information

show name

show start date (yy/mm/dd): 2012/_____/____

show end date (yy/mm/dd): 2012/_____/____

show contact name

show phone

show email

show location (Hall name, Park name...)

show address

show city province

show specialty (Arts & Crafts, Canadian Crafts, Wood)

this will be the ____ (10th) annual show

indoor outdoor

applications are available (yy/mm/dd): 2012/_____/____

application deadline (yy/mm/dd): 2012/_____/____

yes, my show is juried

jury requirements: photos digital images

resume price list

booth size (smallest available)

booth fee (for booth size specified above)

manufactured items are accepted: yes no

non-Canadian items accepted: yes no

show hours (days of the week & times)

admission (adult price) OR free admission

anticipation attendance

Organization Information

Organization/Company or Show name

org address (if different from the show address)

org city province postal code

org phone fax

org email

org website

yes, I want to place my logo alongside the listing (\$20)

yes, I will be pairing an advertisement with my listing.
(Please fill out Advertising Agreement)

Billing Information

name

phone

email

____ listings, \$60.00 ea. = \$ ____

logo placement (\$20) \$ ____

late fees (\$10.00 per.)* \$ ____

subtotal \$ ____

HST (13%) \$ ____

total \$ ____

cheque visa mastercard amex

credit card # expiry date

name on card

signature

* listings received or remaining unpaid after the deadline are subject to a late fee. Listings will only be accepted PREPAID.
NO REFUNDS

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RESOURCE GUIDE LISTING ORDER FORM

Resource Guide Deadline: October 10, 2011

Resource Guide Listing Agreement

Listings are \$40.00 each and must be PREPAID. To reserve listing space, please fill out this form and either fax to 416-925-4223, email to craftsource@craft.on.ca or mail them directly to the OCC office.

Listings are free for OCC members.

Ontario Crafts Council member

yes member # _____

Listing Information

_____ company name

_____ address

_____ city _____ province _____ postal code

_____ phone

_____ toll-free phone

_____ website

_____ email

Please include my listing under the following category:

Media Type (check one):

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> art supplies | <input type="checkbox"/> book arts/paper |
| <input type="checkbox"/> ceramics | <input type="checkbox"/> glass |
| <input type="checkbox"/> jewellery | <input type="checkbox"/> leather |
| <input type="checkbox"/> metal | <input type="checkbox"/> moulds (& related) |
| <input type="checkbox"/> textiles | <input type="checkbox"/> wood |
| <input type="checkbox"/> other | |

Business type (check one):

- | | |
|---|---|
| <input type="checkbox"/> display | <input type="checkbox"/> education |
| <input type="checkbox"/> gallery | <input type="checkbox"/> graphic design |
| <input type="checkbox"/> craft retailer | <input type="checkbox"/> guild/organization |
| <input type="checkbox"/> packaging/shipping | <input type="checkbox"/> photography |
| <input type="checkbox"/> promotions | <input type="checkbox"/> publishing |
| <input type="checkbox"/> web design | <input type="checkbox"/> other |

My business is a:

- | | |
|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> retailer | <input type="checkbox"/> wholesaler |
| <input type="checkbox"/> manufacturer | <input type="checkbox"/> distributor |
| <input type="checkbox"/> educator | |

Please list the types of products, brand names and any custom services you offer. 20 word maximum. *CraftSource* reserves the right to edit.

yes, I want to place my logo alongside the listing (\$20)

I would like a free listing by placing an Advertisement as well (Please fill out the Advertising Agreement)

I would like a free listing by offering OCC members a discount (10% or greater) or special promotional discount
Discount I will offer: _____%

Discount type: Discount Coupon

Billing Information

_____ company/organization name

_____ contact name

_____ phone

_____ email

_____ listings, \$40.00 ea. = \$ _____

logo placement (\$20) \$ _____

late fees (\$10.00 per.)* \$ _____

subtotal \$ _____

HST (13%) \$ _____

total \$ _____

cheque visa mastercard amex

_____ credit card # _____ expiry date

_____ name on card

_____ signature

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NO REFUNDS

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