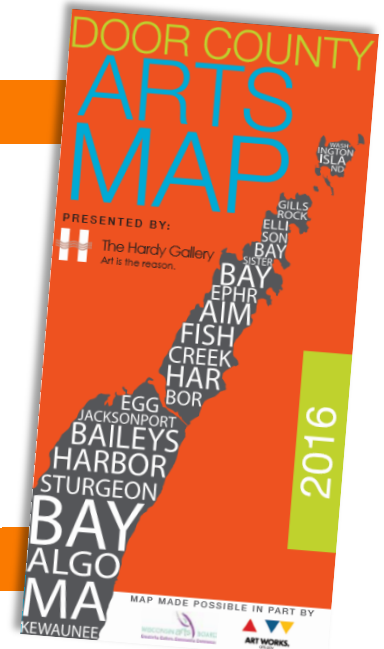


ADVERTISING CONTRACT

DOOR COUNTY 2017 ARTS MAP

The *locally* printed Door County Arts Map will return in 2017 in its usual format of a beautiful yet functional, full color, fold-out map. This clean, contemporary publication is organized by community for ease of use and is the go-to publication for anyone seeking information about the peninsula's vibrant and rich visual arts community.



LISTING INFORMATION | CONTRACT

GALLERY/BUSINESS NAME: _____
 *AS YOU WISH IT TO APPEAR ON MAP

CONTACT NAME: _____

ADDRESS (summer): _____

CITY: _____ STATE: _____ ZIP: _____

ADDRESS (winter): _____ Please use this as my primary mailing address.

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ FAX: _____

WEBSITE: _____ EMAIL: _____

GALLERY/BUSINESS HOURS (as of May 2017): _____

LISTING INFORMATION | LOCATION & TYPE

MY GALLERY/STUDIO/BUSINESS IS LOCATED IN:

- | | |
|---|---|
| <input type="checkbox"/> KEWAUNEE/ALGOMA | <input type="checkbox"/> EPHRAIM |
| <input type="checkbox"/> STURGEON BAY | <input type="checkbox"/> SISTER BAY |
| <input type="checkbox"/> BAILEYS HARBOR/JACKSONPORT | <input type="checkbox"/> ELLISON BAY/GILLS ROCK |
| <input type="checkbox"/> EGG HARBOR | <input type="checkbox"/> ROWLEYS BAY |
| <input type="checkbox"/> FISH CREEK | <input type="checkbox"/> WASHINGTON ISLAND |

FROM THE LIST BELOW, PLEASE SELECT ALL THAT APPLY:

- | | |
|--|---|
| <input type="checkbox"/> ADULT ART ACTIVITIES | <input type="checkbox"/> FINE ART (<i>original</i> paintings, graphics, photography, etc.) |
| <input type="checkbox"/> ART ORGANIZATION | <input type="checkbox"/> FINE CRAFT (pottery, jewelry, textiles, glass, woodwork, etc.) |
| <input type="checkbox"/> ART SUPPLIER | <input type="checkbox"/> FRAMING SERVICES |
| <input type="checkbox"/> ART-RELATED BUSINESS | <input type="checkbox"/> SCHOOL |
| <input type="checkbox"/> CHILDREN'S ART ACTIVITIES | <input type="checkbox"/> STUDIO |
| <input type="checkbox"/> GALLERY | <input type="checkbox"/> ALTERNATIVE EXHIBIT SPACE |
| <input type="checkbox"/> PUBLIC ART | |

Materials Due by JANUARY 17, 2017

920.854.2210 • info@thehardy.org

Mail this completed contract and check payment to the Hardy Gallery, P.O. Box 394, Ephraim, WI 54211.

send image to: info@thehardy.com
 Title Image with Gallery Name
 Send email with subject
 Arts Map 2017

PAYMENT & SIGNATURE

ONLY CHECK PAYMENTS WILL BE ACCEPTED WITH THIS PAPER APPLICATION.
 FOR CREDIT CARD PAYMENTS: Visit www.thehardy.org under "PROGRAMING" select "PROGRAMS" then select "DOOR COUNTY ARTS MAP" to find the application center; follow the prompt screens filling in your necessary information.

I am submitting a new listing
 I would like to update my IMAGE ONLY
 Pickup my 2017 listing WITH COPY CHANGES
 Pickup my 2017 listing WITH NO CHANGES; I would like to keep my listing exactly the same

50-WORD LISTING WITH IMAGE..... TOTAL DUE \$175

Listing must be prepaid. Submit payment with this contract. Make check payable to: The Hardy Gallery. Listing rate includes 50-word description and image. Listings not paid in full are subject to a 1.5% service charge per month (18% annually) on the amount due.

IMPORTANT: Applicants that submit after the due date, **TUESDAY JANUARY 17, 2017** will be subject to an additional \$25 charge.

AUTHORIZED SIGNATURE: _____ **DATE:** _____

DISTRIBUTION

45,000 copies of the 2017 Door County Arts Map – the same as 2016 – will be distributed throughout the peninsula, including the DCVB welcome center, PAHA arts racks, participating galleries, studios, businesses and sponsors as well as cultural events locally and statewide.

MAP PARAMETERS

Gallery/studio must have been an open business in Door or Kewaunee County for a minimum of one (1) season.

It is preferred that the gallery/studio have regular business hours and be open to the public a minimum of two (2) days per week. Additionally, the Hardy accepts contracts for galleries and studios that are open by appointment only. In order to maintain a quality level of professionalism, the gallery/studio must be in a designated room or space independent of one's living quarters, must be a comfortable place for a potential customer to view artwork and accessible to handicap customers. The Hardy Gallery will review "by appointment only" applications on an individual basis and reserves the right to decline any application not consistent with the organization's expectations.

If you are an individual artist who does not have a gallery, or who has a private studio that is not open to the public, you are invited to participate in the Arts Map **IF** you are represented by a gallery who meets the three parameters listed above. The caveat is that you must include your gallery representation in your 50-word listing and only one (1) gallery location will be used to represent your point on the map (i.e. if you exhibit work at three galleries on the peninsula, only one of those galleries will be able to represent your point on the map).

Gallery/studio must have a minimum of 90% of the floor/wall space devoted to original art or fine craft (original art or craft

is defined as being designed by the artist, made by hand and not from a kit, and not mass-produced).

1. **Fine Art:** original paintings, original graphics, fine photography, limited-edition reproductions, or sculpture.
2. **Fine Craft:** original woodwork, jewelry, metal work, pottery, weaving, leatherwork, hand-printed fabric, stained glass, or blown furnace glass.

The Hardy also accepts contracts from cafés, restaurants, businesses and organizations that are not galleries and studios, but do provide exhibition space, services for artists such as art supplies, framing, or continuing education in art. Visual art(s) **MUST** be the primary focus in order to be considered for inclusion. These contracts will be reviewed on an individual basis.

IMAGE SUBMISSION & SPECIFICATIONS

A thumbnail image to accompany your listing is included in the price. Images must be submitted to info@thehardy.org. Image resolution must be at least 300dpi and no larger than 5MB or 4"x5". Include Title Image with Gallery Name, and send in an email with "Arts Map 2017" in subject line.

PROOFING

Advertisers will have the opportunity to edit listings before the Arts Map goes to press. Please mark your calendars for **Friday, April 14, 2017. Proofing will take place at the Hardy Gallery office at the Ephraim Village Hall between the hours of 10AM – 4PM.** If you are not able to be present for physical proofing you must request to have a PDF sent via email by contacting us at 920.854.2210 or info@thehardy.org no later than **March 31, 2017.** The Hardy shall NOT be responsible for advertisers who neglect to adhere to the above dates or for any errors as a result of advertisers who fail to proof their listing.

LISTING INFORMATION | DESCRIPTIVE LISTING

In the lines below, please print *legibly* or type a 50-word listing that will describe your business, gallery or studio and your work. If you have previously advertised in the Door County Arts Map and would like to use last year's listing for this year's map, please check the third box on the front of this contract. **IMPORTANT: Contact information (gallery name, address, phone, website, and hours) do NOT need to be included as part of your 50 words. If you do not have a website or would rather list your e-mail address, you may use an e-mail address instead of a web address. Advertisers will have the opportunity to edit this listing before the publication goes to press.** If you exceed the 50-word limit the Francis Hardy Center for the Arts, Inc. reserves the right to edit the listing to meet space requirements.

Copy of 2016 Listing
(if applicable)

