

NSCCD

NOVA SCOTIA CENTRE FOR CRAFT AND DESIGN
MARY E. BLACK GALLERY

1061 Marginal Road , Suite 140 | Halifax | Nova Scotia | B3H 4P6
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The GUIDE to Craft and Art in Nova Scotia 2010 Application Form

► **WHEN?** **January 19, 2010 is this year's deadline for application.** Completed application must be received by January 19 for inclusion in the 2010 edition.

Please use **one application form per listing**. Additional application forms can be downloaded from our website www.craft-design.ns.ca/guide.html or phone 902-492-2522 and we'll mail another form.

If you have any questions or concerns about **THE GUIDE**, please call Ayako Myhr at 492-2522.

► **WHERE?** On which route are you located? See map attached.

- | | | |
|---|---|---|
| <input type="checkbox"/> Fundy Shore/Annapolis Valley | <input type="checkbox"/> Eastern Shore | <input type="checkbox"/> South Shore |
| <input type="checkbox"/> Northumberland Shore | <input type="checkbox"/> Halifax Metro | <input type="checkbox"/> Yarmouth/Acadian Shore |
| | <input type="checkbox"/> Cape Breton Island | |

► **YOU ARE** (choose one which best describes your enterprise)

- a craftsperson or an artist working in your own studio **OR** a shop or gallery

Indicate the percentage of goods in your shop made in Nova Scotia:

- 0-24% 25-49% 50-74% 75-99% 100%

In the LISTING BY MEDIA INDEX under which category should you be listed:

- pottery wood leather glass textiles metal fine arts

► **HOW MUCH?** **The Guide 2010 will be full colour**, therefore all ads and listings will be in colour. We no longer offer a black-and-white option. Front/back cover and "Region" title page ads will be sold on a first come, first served basis. Purchase of an ad includes a free basic listing.

Please check below your advertising preference.

√	basic no image listing (maximum 35 words)	\$40 + \$5.20 HST = \$ 45.20
	listing plus image* must be submitted in a square ratio format no smaller than 2" x 2" and at least 300 dpi	\$65 + \$8.45 HST = \$ 73.45
	quarter page ad 1.75" high x 3.125" wide and at least 300 dpi	\$200 + \$26.00 HST = \$ 226.00
	"Region" quarter page ad to appear on title page for each region - your region 1.75" high x 3.125" wide and at least 300 dpi	\$250 + \$32.50 HST = \$ 282.50
	half page ad 3.5" high x 3.125" wide and at least 300 dpi	\$500 + \$65.00 HST = \$ 565.00
	full page ad 7.25" high x 3.125" wide and at least 300 dpi	\$935 + \$121.55 HST = \$ 1,056.55
	inside front or back cover full page ad 7.25" high x 3.125" wide and at least 300 dpi	\$1,000 + \$130.00 HST = \$ 1,130.00
	outside back cover full page ad 7.25" high x 3.125" wide and at least 300 dpi	\$1,300 + \$169.00 HST = \$ 1,469.00

Mechanical Requirements for new images submitted:

- **ONLY DIGITAL IMAGES WILL BE ACCEPTED.**
- minimum 300 dpi
- TIFF, high quality JPG or EPS or print quality PDF files only (fonts should be outlined). Images in any other format will not be accepted. Images will not be returned.
- Image size for 'listing + image' must be submitted in a square format no smaller than 2" x 2" and at least 300 dpi. Colour reproduction in **The Guide** will be approximately 1.5" x 1.5".

Photo credit to accompany your image: _____

NOTE: If you are supplying a logo/business card image that is formatted horizontally to go with your listing please note that it will be sized to fit the square ratio of measurement.

► **ORGANIZATIONS/EVENTS LISTINGS**

Listing in the *Organizations* and *Events* sections is free. Choose one from the following:

- non-commercial/not-for-profit organization event

event name
date and time

► **DESCRIPTION** (a maximum of 35 words) We reserve the right to edit.

► **CONTACT INFO** (please print clearly) This is the information that will appear in your listing.

company name	
address	
hours/days of operation	
telephone	facsimile
e-mail	web site
contact person	
Do you want this name published in your listing? <input type="checkbox"/> yes <input type="checkbox"/> no	
signature	date

mailing address if different from above

Are you a Nova Scotia Designer Crafts Council juried member? yes no

How many complimentary copies would you like to receive? This can be as many as you think you will be able to distribute to visitors_____

- Everything must be completed in full.
- Submit by the deadline January 19, 2010.
- Payment **must** be included with application form to secure your listing.
- Make cheque* or money order payable to **Nova Scotia Centre for Craft and Design.**
- * **We charge a \$40 fee for NSF cheques.**
- Credit card payments require card number _____

name of credit card holder as on the card_____

expiry date_____ signature_____

- Visa MasterCard

Mail to: **THE GUIDE**
 Nova Scotia Centre for Craft and Design
 1061 Marginal Road, Suite 140
 Halifax, NS B3H 4P6

office use only

payment received \$	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> mo <input type="checkbox"/> cheque <input type="checkbox"/> debit <input type="checkbox"/> cash
date received	receipt number

Rate Card



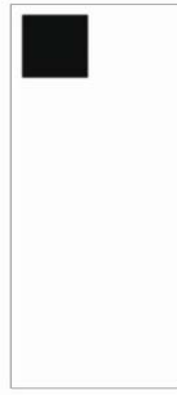
1/4 PAGE
1.75" HIGH x
3.125" WIDE



1/2 PAGE
3.5" HIGH x
3.125" WIDE



FULL/COVER
7.25" HIGH x
3.125" WIDE



LISTING IMAGE
1.5" HIGH x
1.5" WIDE

THE GUIDE TO CRAFT AND ART IN NOVA SCOTIA 2010

Rate Card

basic no image listing	\$40
listing + image	\$65
quarter page ad	\$200
"Region" quarter page ad	\$250
half page ad	\$500
full page ad	\$935
inside cover full page ad	\$1,000
outside cover full page ad	\$1,300

**all images will be printed in
full colour**

DIGITAL IMAGES ONLY