



46501 Gualala Road
PO Box 244
Gualala, CA 95445
Phone 707.884.1138
Fax 707.884.3038
info@GualalaArts.org
www.GualalaArts.org

Publicity Checklist

Changes cause extra effort and confusion, please be sure of your information

Please fill out and return to Publicity in the Gualala Arts Office

EVENT DAY & DATE/S: _____

EVENT TIMES for each day _____

EVENT TITLE: _____

SHORT DESCRIPTION _____

SPONSORED BY:

Group Name _____

Contact Person _____

Telephone _____

Email _____

TICKET PRICES: for each day's event

Adults Advance _____

Youth (7 to 17), Advance _____

All tickets \$5 more day of event (if available)

Or Suggested Donation _____ Or Free _____

Room Location: _____

Food being Served _____

Drinks / Bar _____

Any Additional Information:

Please read so you will understand Publicity needs.

Publicity materials needed for Gualala Arts monthly in-house newsletter, newspapers, Web Calendars, Magazines etc. Please send to Publicity Coordinator ASAP or e-mail to pr@GualalaArts.org or deliver to Gualala Arts Center office.

1. Copy needed (300 to 600 words)

- Text to sell your event or summary of event
- Brief bio if appropriate
- Program schedule when available (if you are planning for Gualala Arts to print a program you must make arrangements with the front desk two weeks in advance.)

2. Publicity deadlines:

- Yearly magazines info due by Aug. preceding year
- Quarterly magazines each have different dates, check with Publicity
- Sketches due date last day of three months prior
- Newspapers due from two months ahead to three weeks
- Online Calendars due ASAP or no less than three weeks

3. Images (due with copy):

- Several Color (300 dpi) jpg or tif images, 6” minimum dimension, burned to a CD or DVD, please bring or mail to office
- Email several color (300 dpi) jpg or tif images, 6” minimum dimension
- Or bring good quality prints to the office to be scanned
- Arrangements can be made with Barbara Pratt for photo shoot, call 884-1138 to arrange (possible fee)

4. Posters (check with pr for date available):

- Posters will be created, color, 8.5X11 using the GA template
- GA will print up to 25 at no expense. We will print more for you at a cost of 25 cents per copy.
- Your group will be responsible for distributing (list available) Arrange for pick up date _____
- If you would prefer to create you own poster for your event please check the release below.

- Group will create & design their own poster with appropriate GA logos (always use main logo & interest group logo if avail). Prior approval required from GA before distribution.