



PLACER ARTISTS STUDIOS TOUR

2020



Date	MESSAGE/PIECE	SIZE/TYPE	Target
January 17	Web Header: Artists App Open 1/27	1090x550 png	
January 20	Web Page Artwork		
January 27	Artist Applications Open	660 png	
January 27	JOIN! Artists Recruitment	8.5x11	Artists
January 27	eBlast Artists Join the 2020 Tour!		
January 27	<i>Artists Benefits</i>	8.5x5	<i>Artists</i>
February 1	Next Gen Artists JOIN!	5.5x8.5	Student Artists
February 4	Application Deadline Reminder	660 png	
February 14	Initial App Due		
February 16	Arts Guide Specs Sheet Created		

Date	MESSAGE/PIECE	SIZE/TYPE	Target
February 18	Application Deadline Reminder	660 png	
February 18	Art Guide Sales Info on Web		
February 19	Email Perspective Advertisers	Pdf attachment	
February 20	Art Guide Editorial List Created		
February 21	Cover/Featured Artwork Selected		
February 28	Final App Deadline		
March 1	Bookmark	2.25 x 7.5	Potential visitors
March 10	Tour Artists Fees Due Reminder	660 png	Artists
March 13	Art Guide CoverS created		
March 16	Artists Profiles Database for Guide to Darci		
March 16	Second Outreach to Advertisers		
March 20	Arts Guide Stories Completed & Circulated for review		
March 27	Arts Guide Editing Deadline - revisions to Darci		
April 1	Arts Guide Advertising Deadline		
April 1	Tour Map Completed		
April 3	Tour fb/Soc Media Event Banner		
April 3	Web Artwork for Tour Pages		
April 14	Finalize Arts Guide Content Layout		

Date	MESSAGE/PIECE	SIZE/TYPE	Target
April 20	Arts Guide Photos Deadline		
April 24	Arts Guide Draft distributed for review		
May 1	Arts Guide Revisions due to Darci		
May 1	Orientation Signage	8.5x11	Artists
May 22	Arts Guide Final to Style Magazine		
May 15	Tour Postcard	5x7	Returning & new attendees
May 29	Summer Preview Show Info & Announce Tour	8.5x11	Attendees
May 29	Large Tour Poster	18x24	Potential visitors
May 29	Bookmark		Potential visitors
May 29	Event Brite Header	16:9	Tour Attendees
May 29	Event Brite Silver Ticket	16:9	Tour Attendees
June 1	Tour Materials to Print:		
	VIP Reception Invite & Envelopes		
	Tour Sponsor Poster	24x28.5	
		11x17	
	Tour Posters	11x17	
July 1	Summer Preview Show	eBlast	
July 20	Arts Guide distribution starts		

Date	MESSAGE/PIECE	SIZE/TYPE	Target
July 26	Artists Potluck - Distribute Marketing Materials		Attendees
August 1	Harris Center Ad Due		Reception guests
August 1	FbEvent Taste of the Tour	16:9	Kick off attendees
August 10	Style Magazine Ad Due		
August 15	Ambassador Recruit eBlast	660png	Volunteers
Sept 10	Sierra Magazine Ad Due		
Sept	Tour Ad Style Magazine		
Sept	Style Mag Digital Ads	See notes	Potential visitors
Sept	Style Magazine Postcard		
Sept	Style Magazine Postcard		Potential visitors
Sept	Tour Savings/Specials	8.5x11	Attendees
Sept	Tour Sponsor Poster	24x28.5	
		18x24	
Sept	Tour Posters	18x24	Attendees
October 1	Kick Off Events eBlast		Kick off attendees

Date	MESSAGE/PIECE	SIZE/TYPE	Target
October 1	Galleria Demo Schedule		
October 1	Kick Off Events Flyer	8.5x11	Artists & Attendees

Notes

Constant Contact

Handout

Constant Contact

Handout

April 1

Half pg flyer

Constant Contact

Notes

Constant Contact

Key distribution piece for Outreach events

Constant Contact-Fees Due 3/13

Notes

Table Top Signage for each station

For Artists Distribution

Posted at each summer preview location

Guide book cover, as poster for outreach

For Artists Distribution

For businesses, artists, art orgs, galleries to post

For businesses, artists, art orgs, galleries to post

5 eMails -each Summer Preview Reception

Notes

Fold out map, and artists directory

Constant Contact

120x600; 160x600;300x50;300x250;

320x50;728x90; 970x90

Insert in Magazine

Specials and discounts at supporting businesses

For businesses, artists, art orgs, galleries to post

For businesses, artists, art orgs, galleries to post


For businesses, artists, art orgs, galleries to post

Notes


CALIFORNIA

Reservations and Contacts


TRANSPORTATION

 Carrier	Flight #	Date	From	Departure Time	To	Arrival Time	Reservation #
Trenz Airlines	1623	Oct 25, 2018	Lorem International	7:56 AM	Dolor Airport	9:15 AM	AG4567997


LODGING

 Accommodations	Date	Concierge	Phone/Email	Address	Confirm. #	Days	Total Cost
Lorem Hotel	Oct 25, 2018	Charles	(123) 456-7890 no_reply@example.com	1234 First Street, Anytown, State ZIP	A4567	2	\$800.00
							\$800.00

EMERGENCY CONTACTS

 Contact	Phone	Notes
Airline Reservations	(123) 456-7890	

TRAVEL PARTY

 Contact	Phone	Notes
Tom Jenkins	(123) 456-7890	no_reply@example.com

