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C I T Y

Dear Art Patron,

"Art & Craft Trails," published annually by Artcenter Traverse City, is ready to gather current information for our 2012 edition. If you are new to us, we sincerely hope you will consider participating this year! If you have listed with us before, we certainly appreciate your business and hope you will return. Many visitors to our area use Art & Craft Trails to tour galleries and can be seen carrying the guide with them from place to place.

The rate this year will be \$225 (unchanged from 2011) if you pay by 12/31/11. If you list after that date, the rate will be \$250. Event listings will be \$160 if paid by 12/31/11, and \$175 if paid after that date. Full payment is required by January 20, 2012 to ensure inclusion in the guide.

This year marks our 48th edition of this valuable guide to Northern Michigan's artistic talent. Over 55,000 brochures are printed and distributed throughout the state. Locations include the Travel Michigan Welcome Centers, Michigan Travel Bureau, AAA Offices, regional Chambers of Commerce, and a slot in The Brochure Connection's wooden display at numerous hotels and restaurants. In addition to the quantity you request for your own location, Artcenter Traverse City uses the "Art & Craft Trails" in our direct mail and marketing efforts to our members, exhibiting artists, instructors, other art centers, art fair patrons, and visitors.

During 2011, we provided links on our website to the websites of all participating galleries and studios. This new benefit allows our website visitors to directly access your website information.

In appreciation of your participation, we will also include a free one-year membership to Artcenter Traverse City for a person in your organization. This individual will receive all the perks of a regular Artcenter membership, including our newsletters via email/hard copy, invitations to all our events, and reduced fees for classes and workshops throughout 2012.

Requirements to be listed:

- Located in Northwest Lower Michigan
- Must fall into one of the following categories:
 - Individual artists
 - Art galleries
 - Art centers
 - Art-related festivals/events

No art/craft supply or hobby shops that emphasize manufactured gift items or commercial merchandise will be included. All participants must display *original* art and/or artistic hand-created work.

Using a *Global Positioning System (GPS)* is now very common by travelers. All guide listings *must* have an address listing. Please check that we have your complete and correct address to make it as effortless as possible to find your location.

Please contact the Artcenter office at (231) 941-9488 with any questions or suggestions. We look forward to including you in the 2012 edition of "Art & Craft Trails." Distribution will begin promptly in the spring!

Thank you,

Art & Craft Trails Committee
Artcenter Traverse City