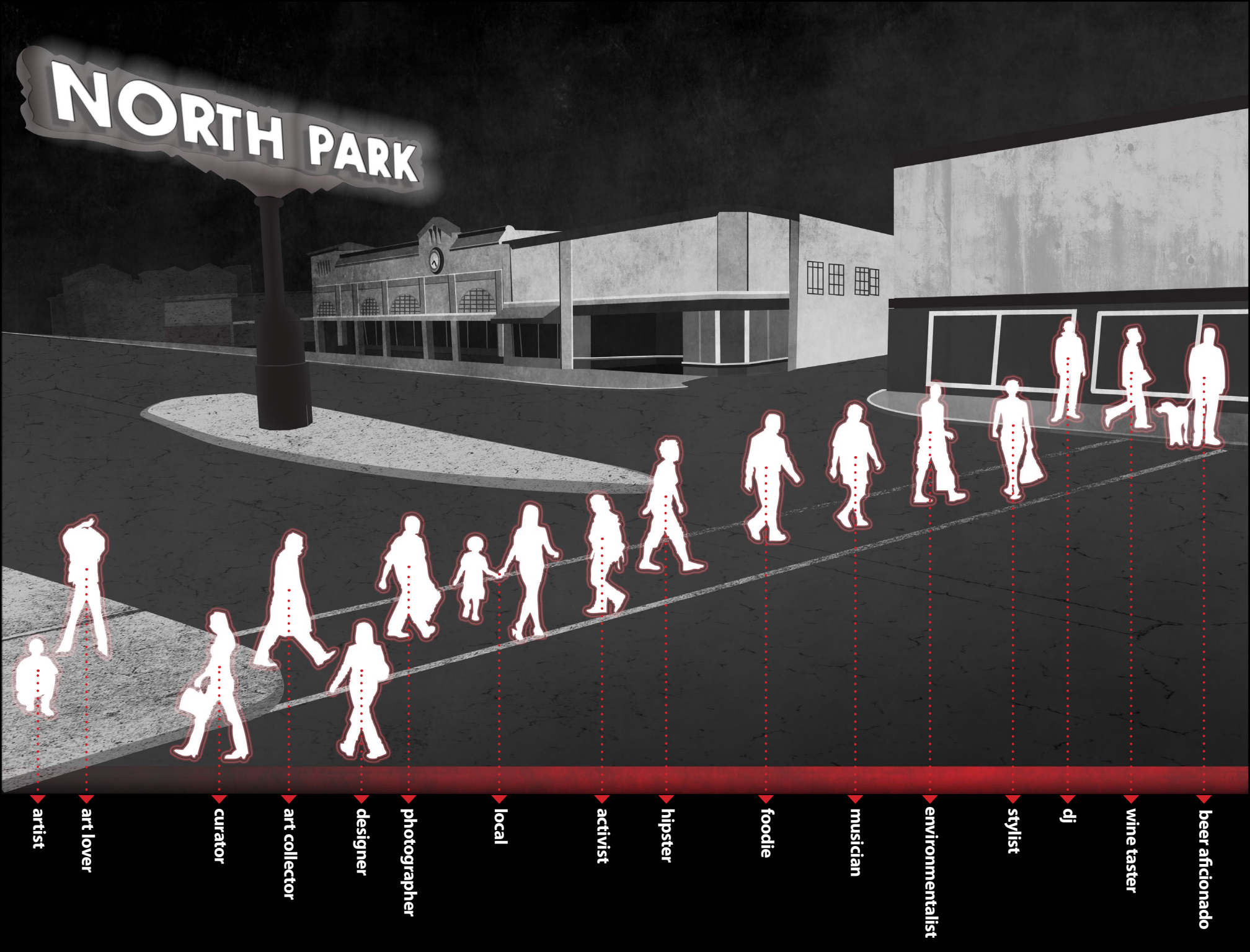


# NORTH PARK



artist

art lover

curator

art collector

designer

photographer

local

activist

hipster

foodie

musician

environmentalist

stylist

dj

wine taster

beer aficionado

## MAKING A CHANGE

**North** Park for the Arts (NPA) is a collective of North Park businesses dedicated to the promotion of arts and culture in and around the neighborhood of North Park.

**Arts** are the catalyzing force behind revitalization, and we believe that as a neighborhood we have the unique ability to serve this community by continued promotion, which in turn, encourages the growth and health of all businesses.

**NPA** is a community based project that has found a home as a program of The San Diego Art Institute, a non-profit organization dedicated to building arts and culture in San Diego.

**The** growth and strength of a committed collective group of businesses, artists and community leaders has laid the foundation to set North Park and its artists apart from any other community. By radically changing the status quo and working together, our shared resources and shared success, will bring about a genuine renaissance.

## MISSION STATEMENT

**North** Park for the Arts promotes access to and appreciation of the San Diego visual and performing arts within the Arts and Culture District of North Park through exhibition, education, outreach, and local partnerships.

**North Park for the Arts (NPA),  
a community based  
organization and program of  
The San Diego Art Institute,  
non profit organization.**

**SDAI is a registered 501(c)(3)  
organization, all donations are  
tax deductible.**

## ABOUT SDAI

**The** San Diego Art Institute's "Museum of the Living Artist", with its main gallery located in historic Balboa Park, is a Center for the Visual Arts for the Southern California /Baja California region. The Institute is much like a municipal gallery for the city/county. It is SDAI's vision to promote San Diego as a living arts community that fully integrates visual arts into everyday life through their three-fold mission of Education, Exhibition, and Outreach.

**SDAI BELIEF:** The creative process is essential for a healthy quality of life.

**SDAI VISION:** To see the Visual Arts elevate San Diego to a world-class creative and vibrant community.

**SDAI MISSION:** To develop artists and supporters of the Visual Arts through exhibition, education and outreach with innovative programs, first-class facilities, and select partnerships that reach out to schools, business, government and our global community.

# 2010

## NORTH PARK ARTS & ENTERTAINMENT GUIDE BOOK

### GUIDE BOOK

We are pleased to announce that NPA is currently developing the 2010 North Park Arts & Entertainment Guide Book.

Our aim is to create a complete, informative, magazine quality, walking guided tour of our emerging Arts & Entertainment Community.

North Park as a whole has become the Artistic Melting Pot of San Diego and premiere location for Dining, Entertainment, Music, Shopping, and Style.

We want to tell the story, show off what we have to offer and gain Local, Regional, and National recognition by putting North Park on the map!

### KEY FEATURES

- Keep-N-Carry walking guided tour of North Park.
- 1/4 page booklet that easily fits in pocket or purse.
- Fold out map showing all NPA member locations.
- Full feature pages for NPA members.
- Plenty of room for Artist, Gallery, Retail, Bar, Restaurant, Beauty, Fashion, & Professional descriptions.
- Magazine quality stylish design.
- Doubles as a coupon promotional booklet.
- Informative and chock-full of reasons to come and enjoy North Park.
- Part Mini-Zine, Part Gallery Guide, Part NPA Promotion, Part Coupon Clipper Savings Booklet.



# 2010

# NORTH PARK ARTS & ENTERTAINMENT GUIDE BOOK

## AD OP

**Not** in North Park? That's OK. We've opened a small number of pages in the 2010 North Parks Arts & Entertainment Guide Book available for 3rd party sponsors willing to show their support for the growth and retention of local arts in our cultural district and throughout San Diego as a whole.

**We** are searching for a handful of leading trendsetter brands and organizations who are forward-thinking, locally-conscious, cutting-edge and creatively-driven to partner with our arts collective in exchange for ad space.

## PARTNER 1500

**With** your contribution of \$1500 you will not only be helping our Non-Profit Organization reach its goal for printing the 2010 Arts & Entertainment Guide Book, but represent your brand to our key eclectic audience as being the driving force behind the project and local advocate for the Arts in San Diego.

### PACKAGE INCLUDES:

- A Full Page Ad: 2010 North Park Arts & Entertainment Guide Book
- Printed and distributed throughout San Diego
- Online version published and available for download on the NPA website
- 1 FULL YEAR CIRCULATION

## SEEKING CREATIVE SD SPONSORS

### ART

- Art Supply Stores
- Art Museums
- Art Galleries
- Art Festivals
- Art Schools
- Art Communities
- Art Websites

### CHANGE

- Green Companies
- Sustainable

### STYLE

- Music
- Fashion
- Life

### TASTE

- Local Breweries
- Local Wineries
- Local Farmers

### SERVICE

- Photography
- Printing
- Design

# 1

SUPPORT LOCAL

# 2

SET TRENDS

# 3

REACH AUDIENCE

# 4

MAKE A DIFFERENCE

# 2010

# NORTH PARK ARTS & ENTERTAINMENT GUIDE BOOK

ADVERTISING MEDIA KIT

## PAGE SPECS

FULL PAGE AD RATE: \$1500

CIRCULATION: 10,000 - 15,000

DURATION: 1 YEAR

PAGE COUNT: 96p - 128p

ADS AVAILABLE: 10

CLOSING DATE: Mar 31, 2010

INK: 4 Color

PAGE SIZE: 4.25" x 5.5" 

BLEED SIZE: 4.5" x 5.75 (1/8" on all sides)

SAFETY AREA: 4" x 5.25"

FILE TYPES: PRESS-READY PDF  
300 dpi TIF or JPG



NORTH PARK NIGHTS.ORG

# 2010

# NORTH PARK ARTS & ENTERTAINMENT GUIDE BOOK

## FREE GUIDE

People love free stuff and our Guide Books are the perfect grab-n-go pocket tool. They will be distributed throughout all of San Diego wherever we can find concentrations of new-era bohemians, hipsters, art enthusiasts, foodies, and connoisseurs. Places like: Art galleries, museums, bars, restaurants, coffee shops, hotel lobbies, visitor and travel bureaus, campus locations, and more...

## BEYOND PRINT

As our Guide Book is developed and published we will also be creating a virtual version available on the NPA website for viewing and downloading. All content from the printed version including your full page ad will stay intact on the interactive Guide Book and made available throughout the year.

## REPETITION REPEAT

Our Guide Books are designed to stay current and in the hands of the user with promotional offers they can use for each month throughout the year. These are not throw aways and instead are valuable to hold onto. Your ad will be seen over and over and over again by the user.

## OUR PEEPS

ARTISTS  
ART LOVERS  
CURATORS  
ART COLLECTORS  
DESIGNERS  
PHOTOGRAPHERS  
LOCALS  
ACTIVISTS  
HIPSTERS  
FOODIES  
MUSICIANS  
ENVIRONMENTALISTS  
STYLISTS  
DJS  
WINE TASTERS  
BEER AFICIONADOS

# 2010

## NORTH PARK ARTS & ENTERTAINMENT GUIDE BOOK

### GET INVOLVED

**Contact** us today to support North Park for the Arts and advertise in the upcoming 2010 North Park Arts & Entertainment Guide Book.

**Inquire** about North Park for the Arts and get more info on our Partner Program by contacting:

**AMY PAUL**  
VICE CHAIR

**P** 619.861.0901

**E** amy@artbyamypaul.com

**Purchase** into our Partner Program and get payment details by contacting:

**ANDREA CHAMBERLIN**  
TREASURER

**P** 619.299.4278

**E** eduprogramsdai@gmail.com

**Submit** your advertising materials or ask questions about the Guide Book design by contacting:

**JOEL ALLEN**  
DESIGNER

**P** 858.232.6989

**E** mail@joelsportfolio.com