



fingerlakesartstrail.org

*For artists & groups
businesses & wineries,
museums & cultural
institutions across the
Finger Lakes counties
in New York*

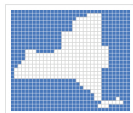
In collaboration with:



Phelps Historical Society
66 Main St.
Phelps, NY 14532
Tel. 315.548.4940
Email: histsoc@fltg.net
www.phelpsny.com/history



15 Church Street
Phelps, NY 14532 Tel.
315.548.2095
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www.phelpsny.com/arts



NYSCA
New York State Council on the Arts

New York State Council
on the Arts
State and Local Partnership
Program - Decentralization
www.nysca.org

May 1, 2009

Dear Finger Lakes Neighbors,

We are pleased to be able to offer this self promotion to individual artists, arts festivals, arts and cultural businesses, retailers, wineries, restaurants and groups across the greater Finger Lakes in 2009. Formerly managed by FLAGS in 2006-07, the **Finger Lakes Art Trail Program** helps to promote *our arts and cultural heritage* to the year round Finger Lakes residents and seasonal visitors. We're happy to announce that 2009 trail online will include all of Cayuga, Chemung, Livingston, Ontario, Schuyler, Seneca, Steuben, Wayne and Yates counties as well as parts of Monroe, Onondaga, and Tompkins. These changes were previously reflected in the 2007 website.

The breathtaking scenic beauty of the lakes draw visitors to the Finger Lakes, but it is through our collective cultural and arts events that visitors experience the unique, enduring spirit of the Finger Lakes. These cultural and artistic events are a source of community pride and spirit.

The Finger Lakes Art Trail Program consists of:

- **A Rack Card** - This is a great reference tool that gives maximum advertising exposure. Contact information and web site information is provided along with location and name of listing. With 25,000 copies for 2009, they will be available in thruway rest stops, brochure racks across the region, relocation packages, chambers of commerce, and museums, etc.
- A **Web Site** with a built in page for each participating artist, gallery, theatre, festival and venue, with links to individual sites and other information. **Web Listing** includes your business name, street address, phone, web address link, 3 images, logo & narrative on 1 page.

Our listing categories are: Artist/Studios, Museums/Galleries, Theatres (Opera Houses, Drive-ins, movies), Performing Arts, Festivals, Arts Business, Arts Organizations, Culinary Arts, and Hospitality.

Enclosed is all the information that you need to participate. Don't miss out on the opportunity to be a part of this exciting program. We are going to promote our arts and cultural lifestyle together!

If you have any questions, please contact us at 315.548.4940

MB

Mary Beth "MB" Springmeier
Executive Director
Phelps Community Historical Society



FINGER LAKES ARTS TRAIL – 2009 ADVERTISING OPPORTUNITIES 4 EASY STEPS.

Phelps Community Historical Society 66 Main Street, Phelps, NY 14532 Tel: 315.548.4940
Email: histsoc@fltq.net Web: www.fingerlakesartstrail.org

1. choose to be on the trail

- Individual Artist/Studio/Business \$55
- Arts Organization, Cultural Group, Restaurant, Winery, Lodging, or Chamber Business \$110

price includes:

Web Listing (your business name, street address, phone, web address link, 3 images, logo & narrative on 1 page).

2. reserve your space

Deadline : Ongoing	Ad space reservation
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Select Trail Map category to list under:

- Artisans & Studios
- Museums & Galleries
- Performing Arts
- Theatres (Opera Houses, Drive-ins, Movies)
- Arts Festivals
- Culinary Arts
- Arts Businesses
- Arts Organizations
- Hospitality

Complete the spaces below for your Arts Trail Map Listing and send in this form along with a check for the amount of the ad space purchase. *Make check payable to PCHS. Payment is expected at the time of space reservation.*

Space is on a first-come, first-serve basis. There are no refunds

Contact Name: _____

Listing Name: _____

Address: _____

City, State, Zip _____

Phone: _____

Fax: _____

Email: _____

Web: _____

Trail Map Listing Description: (75 Characters):

3. provide support

send to:
info@solius.com

[Web Page Digital Images and logo:](#) Provide 3 digital images and 1 logo. Art and images in digital files should be 300 dpi.

[Web Page Text/Narrative:](#) Provide 150 words of narrative or text. No smaller than 11 font in Arial or Verdana.

Clearly label subject line in email as [FL Arts Trail Website](#)

4. okay your proof

Your information will not be published without a signature from you indicating that the listing is "OK TO PRINT."