

Free Promotion for your Arts Programming in Lafayette!

The Lafayette Arts Source e-newsletter is a free service. The Arts Source e-newsletter and posts to the ARTS!Lafayette Facebook page are limited to promoting arts and cultural programming offered within the city. Organizations outside Lafayette are welcome to submit programs which occur within city boundaries. Individual artists, educators, or organizers qualify for representation in the Arts Source if offerings are in Lafayette, free, sliding scale, and accessible to the public. Items will be included at the discretion of the editors based on space, relevance, and content.

How to Submit:

- Write your news items in 2-4 concise sentences. Be sure to include date, time, cost, location, and event information.
- Include a link! Be sure to include your website so we can add a link to more information. It is a great idea to include links for Facebook events if you have set them up.
- If you have several news items, include a headline for each item. List the most important event first. Items are included based on space, relevance, and content.
- Send logo in JPG or PNG format.
- Help us promote the Arts Source by posting a link to the newsletter LafayetteCO.gov/ArtsNews on your webpage or Facebook page. Please follow & share our Facebook page for ARTS!Lafayette and the The Collective Community Arts Center Facebook page.
- Send to artsnews@lafayetteco.gov

Please note the following sample entry:

Title: Chanukah in Old Town

Subtitle: Menorah Lighting at Festival Plaza

Day, date, time (AP Style format): Sunday, Dec. 18, 4pm We light the menorah at Festival Plaza in Old Town Lafayette. Enjoy live music and delicious donuts. This event is free. (303) 555-1638.

Web link (website, online form, social media page, etc.) boulderjudaism.com

Additional notes: Grant support from _____

Important Note About Acknowledgements for Grant Recipients:

Please reciprocate our promotional efforts by including the Arts & Cultural Resources Department logo on print materials (posters, flyers, etc.), on your website with a link to ours (lafayetteco.gov/Grants) and in any blurbs with the phrase, "Financial support provided by LCAC or PAC."



Arts Source Information

The Lafayette Arts Source e-newsletter is created and managed by the City of Lafayette Arts & Cultural Resources Department. We seek to represent your organization with its unique branding and messaging. We may edit as space requires. Submissions made after the deadline may not be included. Always look for a reply email to confirm our receipt of your submission within one business week. Feel free to submit one or two months in advance for the best publicity. Please follow submission guidelines closely.

The Arts Source is translated into Spanish. We intentionally alternate Spanish and English throughout the publication.

Subscribe to the Arts Source and find the last three editions archived at lafayetteco.gov/ArtsNews

Other Marketing Options

We will share your events on our facebook pages and video display screens, if appropriate. Submit your correctly sized graphics with your newsletter items.

- **Our three Facebook channels** (as suitable).
 - facebook.com/LafayetteCollective (The Collective)
 - facebook.com/ARTSLafayette (ARTS!Lafayette)
 - facebook.com/ANOLafayetteCO (Art Night Out)
- Presentation of your **print materials** & **screen slides** at The Collective Community Arts Center.

Please support what we do by liking our Facebook pages.

Thank you for your close attention to these guidelines so that we may best assist you.

Deadlines and Updates

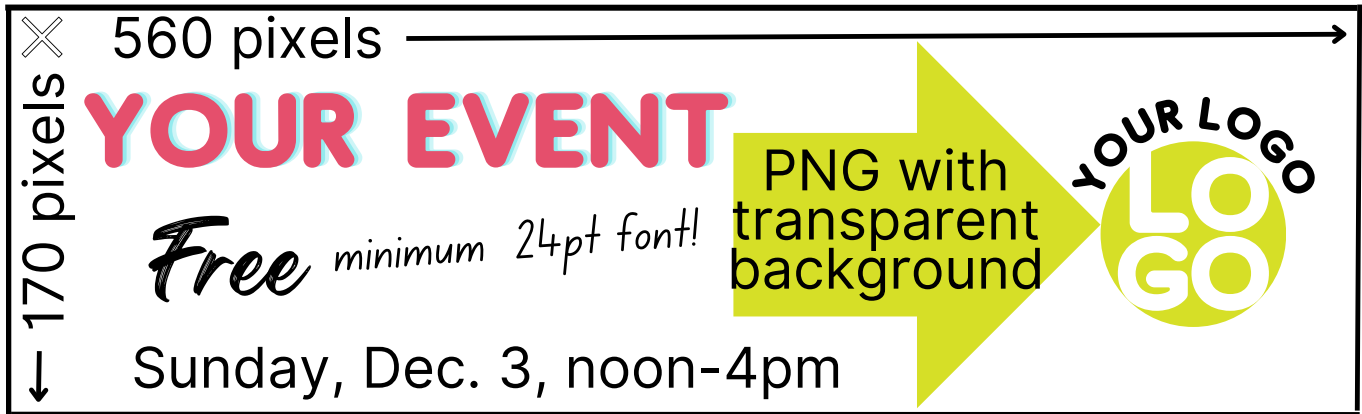
The Arts Source is generally published the first of the month. The newsletter deadline is approximately 3 weeks before the publishing date, but you may share news at any time. For exact deadlines, to be added to the monthly call for submissions email list, and answers to any additional questions, please email artsnews@lafayetteco.gov.

Thank you, and we look forward to hearing from you and supporting your programs.

Thank you!
-Arts & Cultural Resources Staff

Graphics Requirements

Newsletter Banner



Banner Design:

- JPG or PNG format.
- 560 x 170 pixels (horizontal banner).
- Minimum font size: 24 point.
- Please limit text. Words should go in the text body to keep graphics simple, and leave sufficient space for legible font.

Text: Limit to program title or subject, logo/s, day, date, time (AP Style format ex: Sunday, Dec. 3; noon-4pm).

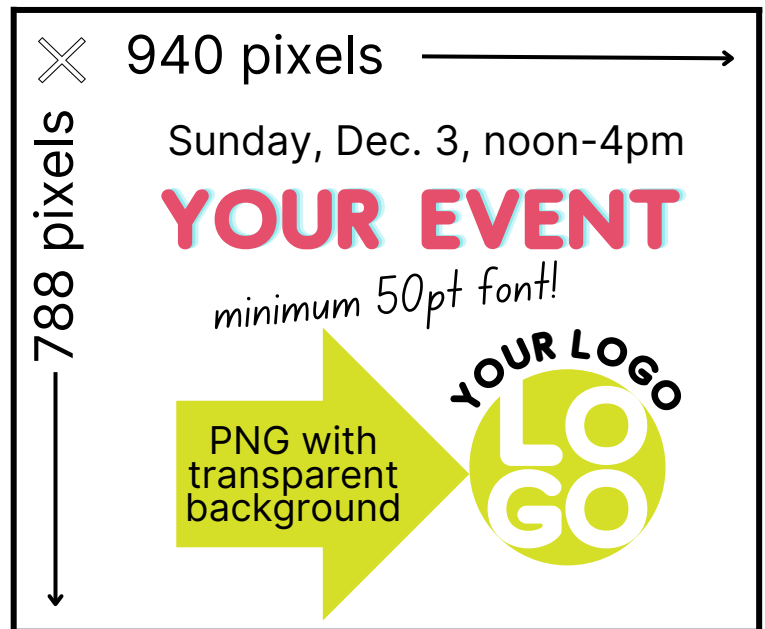
Facebook Post to ARTS!Lafayette page

Post graphic design:

JPG or PNG format
940 x 788 pixels (Facebook post)
Minimum font size: 50 point
Please limit text in graphics.

Text:

Try to limit to program title or subject, day, date, time (AP Style format ex: Sunday, Dec. 3, noon-4pm) location, and cost.



Gallery Display Screen



The Collective Community Arts Center has two 24" x 43" screens in the gallery space. You may submit a slide graphic. **Please refer to the following guidelines.**

TV screen slide design:

JPG format

1080 x 1920 pixels (vertical slide)

Minimum font size: 40point

Text: Please be concise.

Program title or subject, logo/s, day, date, time (AP Style format ex: Sunday, Dec. 3; noon-4pm) location, cost, and a brief description if desired.

No Graphic?

If you don't have a graphic design but would like to offer imagery and logo content to represent your programming, you may submit graphic components.

Photos: Please submit high quality photographs in JPG or PNG format. DO NOT submit PDFs or images through word documents. No clip art or stock photos.

Logos: Submit logos in PNG format with transparent background.