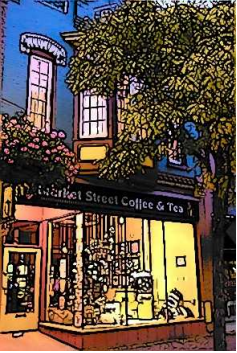


Corning Collectible Art Cards



The Corning Collectible Art Cards are a vertically-folded business card with a photo of the front of your business building. The photo is computer-manipulated to look like a colored sketch of the building. The back outside of the card will have your business name, address and other contact information. The inside will have whatever information you want.

These are souvenirs as well as well as business cards. Having our beautiful buildings on the front make them collectible. Each participating business will distribute their own art cards since the point is to have customers come into the businesses to collect them. At less than 15 cents to get a customer actually in the door, it's really reasonable advertising.



The cost for the first 1,000 cards ordered is \$140. This includes all production and printing costs plus a small fee to promote the cards. This is a double business card, 100 lb. matte stock, with full color on both sides and scored for folding. Reprinting will be approximately \$100 plus a production fee if you have any changes.

Promotion:

- Display in the Information Center: the Gaffer District is paying for half of the display cost.
- A page on the Gaffer District website promoting these cards.
- Danielle Roman (SCCVB) and Sheila Guidice (CMoG) have agreed to take postcards promoting the art card to tourism trade shows.
- Hopefully, all participating businesses will put this on websites, facebook, twitter, e-mail newsletters, and any other internet media used.
- Options for window clings or posters for windows are being explored.

To participate:

1. Sign up by April 10. To receive the good printing prices from Multi Media, 10 businesses need to be printed at a time, so the sooner you sign up, the better your chances of being in the first group. You can sign up to participate and get the card info to Pam later.
2. Information needed for card
 1. Electronic photo of front of business if you want your own used. We will take a picture if you don't have one. (remember this will be a vertical, not horizontal, card)
 2. Electronic copy of the name of your business in the font/color you use. No logos will be on the outside of the card. All other information on the back of the card will be consistent with the other art cards.
 3. All contact info for your business: address, phone, e-mail address, website. Indicate if you want the facebook and twitter icons
 4. Whatever information you want on the inside of the card, including your logo. This can be general info about your business or I suggest making it info that your customers will refer to often so they keep the card. Market Street Coffee & Tea will have brewing tips and tea steeping times on the inside. Restaurants might put menu items, Bottles & Corks might want choosing/storing wine tips or Woolly Minded might have knitting tips as other examples. You want people to keep them for the inside info as well as the collectability of the front pictures
 5. Contact info if we have a question and to proof your art card.

If you have questions, would like to see a mock-up of the art cards, or want to sign up, please contact Pam Weachock at Market Street Coffee & Tea, 936-3351, 742-2016 (cell) or marketstcoffee@stny.rr.com .