



Be insightful about the Northeast Minneapolis Arts District

The Northeast Minneapolis Arts District Board of Directors and the award-winning Northeaster newspaper announce Northeast Arts Insights, a new print feature spotlighting Northeast Minneapolis Arts District artists, open studios, performances, special events, District and neighboring businesses and supporters.

Scheduled to begin in January 2016, this feature page has limited space for advertising. Become an early adopter! Join Northeast businesses including Maeve's Cafe, The Solar Arts Building and Clay Squared to Infinity and SECURE YOUR AD SPACE NOW.

Circulation: 32,000 (and growing); 24% have a household income between \$50-\$75K, 19% between \$75-\$99K; 56% of readers frequently purchase from ads in the Northeaster, in particular, 84% of readers intend to buy dining & entertainment. Basic ad design service available from the Northeaster at no extra charge.

*Above statistics from a 2015 circulation audit.

The Arts at Work.

These 1x/month for 12 months print advertising commitments* ensure that when people look to learn about the Arts District via the Northeast Arts Insights page, your organization will be associated with keeping it vibrant.

Each level includes:

- A full-color print ad (size varies-see details) positioned within the Northeast Arts Insights page/section
- Ongoing recognition as sponsor in "News from the District," our online newsletter with over 500 dedicated subscribers
- By April, we plan to distribute additional copies of the Insights page via local tourist-centric landmarks, hotels and event centers

*Less frequent ad pricing is available. Please call the Northeaster at 612-788-9003 for more information.



The Marshall: \$3000/year.
12 ads this size:

ACTUAL AD SIZE

1 column
1.8750W x 4.3750 H

For all ads:

- minimum 300 dpi PDFs (600 dpi preferred)
- EPS files with all fonts converted to outlines
- TIFF, JPEG or BMP files, at least 300 dpi (600 dpi preferred)



The University: \$2100/year.
12 ads this size:

ACTUAL AD SIZE

1 column
1.8750W x 2.8750 H



The Washington: \$1200/year.
12 ads this size:

ACTUAL AD SIZE

1 column
1.8750W x 1.3750 H

Take advantage of these opportunities to build your brand while supporting where "The Arts Work". Be insightful and support Northeast Arts Insights and the Northeast Minneapolis Arts District!

LIMITED SPACE AVAILABLE - RESERVE TODAY!
Call Margo Ashmore: 612-788-9003 (office) or 612-867-4874 (cell).



Northeast Minneapolis Arts District

Northeast Arts Insights

Rate matrix

Frequency	per ad/total SMALL	per ad/total MEDIUM	per ad/total LARGE
4x	\$150/\$600	\$250/\$1,000	\$375/\$1,500
6x	\$125/\$750	\$200/\$1,200	\$275/\$1,650
12x	\$100/\$1,200	\$175/\$2,100	\$250/\$3,000

Projected dates for Northeast Arts Insights ads to run in 2016 (deadlines for copy, if seasonal, are 8 days prior)

January 13
February 10
March 9
April 6
May 11
June 15
July 13
August 10
September 7
October 5
November 2
November 30 (for December)

**For information, call
Margo Ashmore, 612-867-4874 (cell)
612-788-9003 (office)**



Invest where the arts are at work. Sponsor the Northeast Minneapolis Arts District!

There are lots of reasons people and businesses enjoy being a part of, or a neighbor to, the Northeast Minneapolis Arts District. It's unique, centrally located, lauded by the city as being a cultural center, and is consistently sought out by visitors (and residents) as a great area to go and hang out. It's the Number One Arts District in the United States!*

This Board of Directors mission is to support artists, arts and culture in the Northeast Minneapolis Arts District by encouraging artistic inspiration and creativity, as well as incubating arts related projects while encouraging thoughtful economic growth, tourism, worldwide cultural artistic exchanges, political effectiveness and community connectivity.

*per USAToday poll

The Arts at Work.

This is your neighborhood. Invest in it to keep the arts at work and the artists thriving.

Contributions below go to cover basic communications and operations costs including:

- website maintenance
- online access for other social media channels including Facebook, Twitter and Instagram
- writer/reviewer stipends
- artist stipends for special projects including: a map reprinted in the new "Northeast Arts Insights" (published by the *Northeaster* newspaper) and artist Sarah Whiting's photographic illustrations used for the District website redesign
- space and/or equipment rental as needed for public forums



\$500/year

Benefits:

- Logo placement as a sponsor in the Arts District's online newsletter, "News from the District," published monthly (over 500 subscribers - and growing!)
- An in-depth story on your business featured within the newsletter.
- Mention during the annual Vision Awards.

\$250/year

Benefits:

- Logo placement as a sponsor in the Arts District's online newsletter, "News from the District," published monthly (over 500 subscribers - and growing!)
- Mention during the annual Vision Awards.

\$100/year - or name your own contribution!

Benefits:

- Listed as a sponsor in the Arts District's online newsletter, "News from the District," published monthly (over 500 subscribers - and growing!)

Contact Josh Blanc or Betsy Gabler at NEMADBoard@gmail.com with your commitment and/or questions.

Thank you!

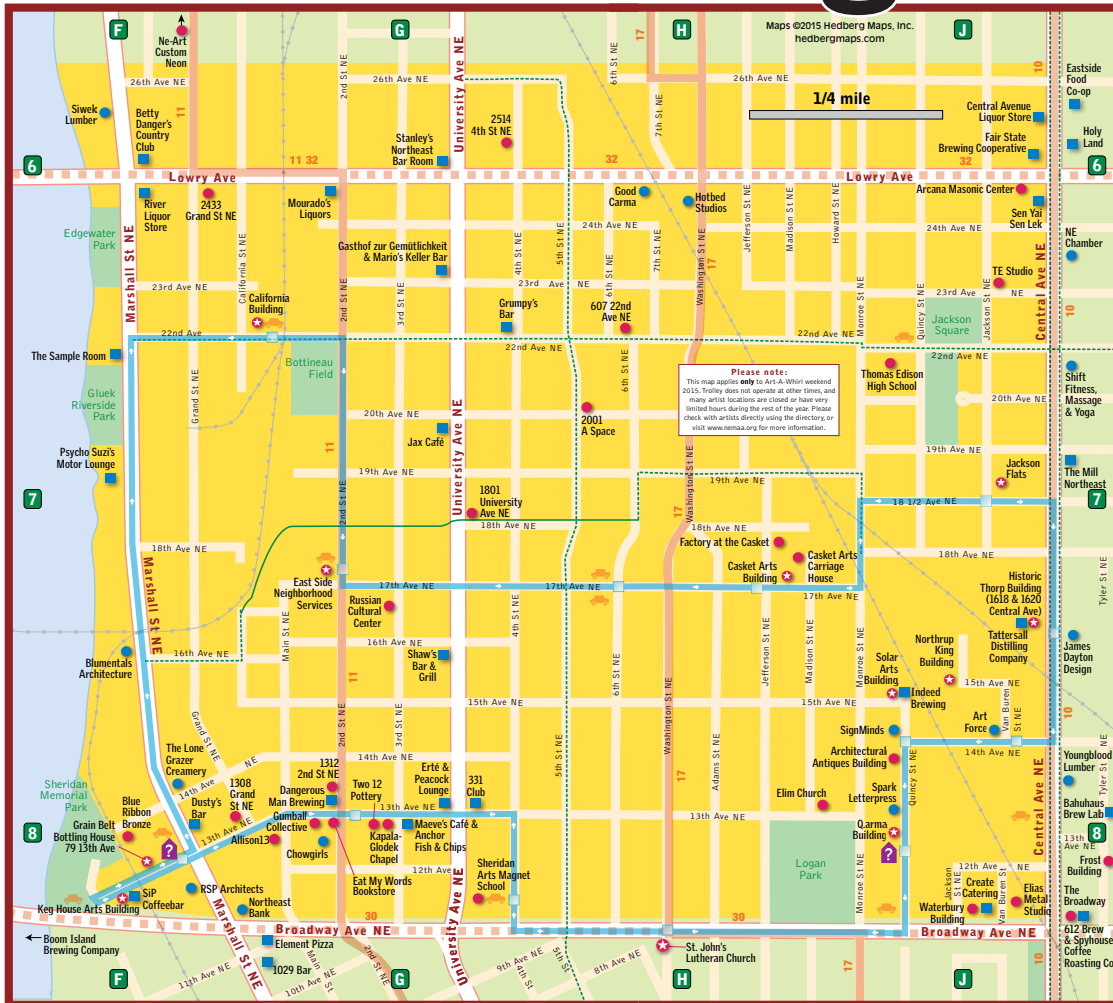
The Northeast Minneapolis Board of Directors: Josh Blanc - Clay Squared to Infinity, Mary Cassidy - Maeve's Cafe, Betsy Gabler - Arts Supporter, Herman Milligan - The Fulton Group, Leslie Palmer Ross - Corporate Art Force, Karen Wilcox - Artist and its advisors: Doug Padilla - Artist, Michael Rainville - Arts Supporter

Follow us on Twitter @NEMplsArtsDist, Instagram: #NEMplsArtsDist, Facebook: "Northeast Minneapolis Arts District" page, and soon-to-be website: www.NortheastMinneapolisArtsDistrict.org

Northeast Arts Insights



The Arts at Work



Small Ad

Medium Ad

Large Ad

Where there's smoke, there's Brenner

Metal artist James Brenner, a Chicago native, has been working out of the Casket Arts building for more than three years. He is working on a performance piece that will involve fire, iron and water, the sculpture the culmination of individual works of art as one whole.

Brenner is also in the process of finalizing a project for the new Vikings stadium. He's designing five individual shields hanging "right as they come out of the locker room onto the field." Some are designed with the idea of having the Vikings players bang on them as they head to the field.

Of all Brenner's sculptures, which is he most proud? "Different ones represent different points of development as an artist, different points in my personal life, and different points of the interaction with the community. So, for all of those factors together, the one that has the most significance would be INFLUX," Brenner said.

INFLUX became a series of pieces in and around Edison High School and Jackson Square Park, each one with different kinds of



community involvement, some culminating in early-evening fire-stoking, iron sparking pours on the Innovation field.

"I think about how the light will move through the sculptures. The play between internal form and external form. Having the form be relevant to the community which the piece is in. All of these factors

really started with INFLUX and it's right here in Northeast!"

Are today's youth interested in the art of casting iron and creating art from metals? "Inherently in their DNA, kids and human beings in general — some more than others, have a need to be building or making something."

But Brenner said he fears with the rising amount of screen time, especially in the early years amongst kids, that "making with your hands" could be lost. "As a society I believe we have to find that balance between getting lost in technology and yet being grounded as who we are as human beings. Having sculpture or making with your hands is a key point to express humanness in a different way."

Brenner has made art his livelihood. He has been commissioned to do pieces across the country and continues to enrich and inspire Minneapolis with his work. He said, "You're lucky if you can find something in life that you have a passion for and do it. I love it."

Large Ad

Medium Ad

Think of the Arts District as a campus

What is the Northeast Minneapolis Arts District? Consider it a kind of campus where art is made, taught and experienced. Minneapolis' Creative Sector contributed \$831 million dollars through the economy of work and living (see *Minneapolis Creative Vitality Index 2014*). Northeast was responsible for a significant portion of that economic contribution. The Northeast Minneapolis Arts District is proud of its arts community for its financial contributions to our local economy.

With its borders of Broadway Street NE to 26th Avenue NE and the Mississippi River to Central Avenue, it currently houses more than 800 art studios (more than 1,000 artists in various disciplines) in seven refurbished warehouse buildings and numerous smaller structures.

The Northeast Minneapolis Arts District can be a transcendent place where artists hone their skills, ideas and work. It's a place where

the public can discover and explore the creativity being harnessed.

This campus environment has created a stable of mid-career and established artists. These artists have taught tens of thousands of children and adults about the creative process and put on amazing events. The Northeast Minneapolis Arts District has developed into one of the premier art communities in the city and country (*Best Arts District in America, according to USA Today, February 2015*). Our emerging artists have become established career artists and have potential to become superstars in the world of art.

Working on...

The Northeast Minneapolis Arts District Board Program Committee has developed proposal and application guidelines for the NEMplsArtsDistrict Creative Initiative for artist opportunities (soon to

be launched on our new website).

The Board supports and helps develop the lifestyle and creativity of artists working in all genres—from fine art to contemporary dance. This concentration of talent has spawned dynamic economic growth for Minneapolis and has encouraged many diverse, independently-owned businesses to grow and thrive in the Arts District.

This is a group of arts advocates, community activists, artists, and business owners dedicating our time, energy, and skills to defend the artistic environment and culture by encouraging thoughtful development of the Northeast Minneapolis Arts District. In addition to serving on the Board, our members actively support community organizations, attend meetings and workshops, serve on arts committees, and engage with community leaders.

Contact us: phone, email, web address, etc.

Medium Ad

Large Ad

Small Ad

Medium Ad