

## Pops & Pastries 2010 Poster report

Band member Harry Sellars created the artwork for the "Salute to America" theme. With his pdf file we ordered 100 posters from PIP Printing at a total cost of \$59.70:

- 50 copies 11 X 17
- 50 copies 8.5 X 11

Pam Marek, Laura Dewey and Karen McCarthy took posters to display at local businesses and the elementary and middle schools. Mr. Cleveland put them up at North.

### Notes for next year:

- The Poster chair is responsible for distributing posters to local businesses
- Give Mr. Cleveland about 2 dozen posters to display in the school. Get the artist started as soon as possible (see **guidelines** below)
- Get the poster art to the printer at least 6 weeks prior to the event so we have time for proof copies and adjustments
- Distribute for display 3-4 weeks prior to concert

The experts at PIP Printing recommend that the artist follow these **guidelines**:

- Make large poster 11.25 X 17.25 (this dimension includes the bleeds)
- 300 dpi resolution
- save as a PDF

Note different aspect ratios for two poster sizes and the program cover:

1. 11x17 poster	1.545
2. 8½x11 poster	1.294
3. 7½x4¼ program	1.765

There should be two versions of the artwork:

- "clean" for the event program cover (with title, date, maybe location)
- with the information text for posters: event, date & time, location, ticket pricing and where tickets will be sold

For continuity/consistency, there should also be a small element of the artwork that can be used on the ticket...as illustration or background image

Ideally, one person could handle poster, program and tickets, as these are closely related tasks, and the timing is sequential rather than concurrent. At least the three chairs should work closely together. Formatting the artwork is the biggest challenge.

*Karen McCarthy*

*313-505-0996*

*November 24, 2010*

Businesses that have taken posters in the past (posted in window or on bulletin boards):

**West side of Mack**

Ace Lochmoor Hardware  
Chocolate Bar (Alinosi's)  
Jet's Pizza  
Rainy Day  
Wild Birds Unlimited  
Knotted Needle  
Labaras barber  
Bank's Vacuum  
Henry's Cleaners  
La Moda  
All Pointes barber  
Mack Ave. Diner  
Starbucks  
Jimmy John's  
Greco Title

Breadsmith  
Shelby Paint  
Men's Wearhouse  
LensCrafters  
Mack-7 Restaurant  
Hair Salon (next door to Mack-7 Restaurant)  
Nobby Alterations  
Einstein Bagel Shop  
Alexander's Market  
Merit Woods Pharmacy  
Dipping Dots (FYI-owned by a North family)  
Chicken Shack  
Mack Avenue Diner  
Ashby's  
Oxford Beverage

**East side of Mack (north of Vernier)**

Merchant's Fine Wine  
Jacob's Shoe Service  
Indian Village Cleaners  
2.99 Cleaners  
AMJ Electronics

Other notes:

- Small poster placed in City Hall. Ask at the community center window.
- Caribou Coffee devoted their bulletin board to flyers for a particular cause in 2008

**Be sure to post in the elementary and middle schools**