



PA ROUTE 6 ARTISAN TRAIL

ARTIST MEDIA KITS

How often are we scrambling at the last minute to put information together, when our attention needs to be on other details? Take a little time to put together your Media Kit now and keep it digitally on your computer, and on your website. Also keep a few hard copies available. Remember to update it when you have new work, changes in your contact information, edits to your statement or bio, or new exhibits or gallery representation. Include your basic contact information on all documents.

YOUR HARD COPY MEDIA KIT should include these basics:

- Folder** to hold each set of documents, labeled with your name, contact information, ready to hand out
- Business Card** (also include contact info & website on all separate pieces)
- Letter** of introduction/pitch letter (keep a letter template on hand to tweak for different recipients)
- Brochure**, Rack Card or color printout with photos of current work with logo, contact info
- Artist Bio** (highlight career work--write in 3rd person) with a head-shot (or refer to your website for photo)
- Artist Statement** (write in 1st person - include important influences, style, themes, progression of work)
- Resume** or curriculum vitae with education, training, qualifications. Include:
 - list of awards/honors
 - list of Permanent Collections
 - list of exhibitions, publications, public appearances
 - list of workshops
- Samples** of work on cd **or** directions to website--include caption, medium, size, last name, price; may also direct to website for: headshot or photo at work in studio (jpg at 300 dpi for print; 72 dpi for web); portfolio of work -- with designed label

SOME OPTIONAL ADD-INS could include:

- Artist's Biz card**, as above but with eye-grabbing design rather than an information piece
- Postcards** (with an image of work on one side, message/contact info in the caption)
- List of **future shows**, exhibits, publications
- a page of '**story ideas**' to give the press an angle, an interesting perspective
- news release**
- samples** of past media, articles, press releases
- a '**Take-away**' --magnet,stickers, pin, bookmarker, calendar, other...?

YOUR WEB-BASED MEDIA KIT should be easily found on your website. Include everything that is in your Hard Copy Media Kit and also:

- Basic photo Portfolio** of your work, include caption, medium, size, last name, price. For all images use a thumbnail + hi-resolution image. (print media requires jpg at 300 dpi; web media 72 dpi)
- Teaser** on your home page to direct to your media kit
- Link** to your **blog**
- Links** to organizations you may be affiliated with

And remember:

Always credit artwork and photos

Always include your Name, and optionally your logo and contact info on all pages