

Harrow Arts Centre Marketing Policy

All Harrow Arts Centre (HAC) marketing and promotional material will follow the Harrow Council Corporate Branding Guidelines. In order to maintain control of this brand Harrow Arts Centre will be operating the following policy in regard to the advertising of events in its brochure, banner sites and on the website harrowarts.com.

This policy will come into effect with the launch of the new branding for Harrow Arts Centre for the Spring 2010 seasonal programme starting in November 2009.

- A. Events organised by, or in partnership with the HAC Arts Programme Team (where this team books the venue), showcasing Harrow-based arts organisations and taking place at Harrow Arts Centre will be included in the seasonal brochure and on the harrowarts.com website free of charge.
- B. Events organised by Harrow-based arts organisations who are hiring Harrow Arts Centre (where you book the venue with the HAC Business Team) may be included in the seasonal brochure under the heading of 'Local Companies and Community' at a *discounted* rate and/ or on the harrowarts.com website free of charge under the heading of 'Local Companies and Community'. Please see the enclosed rate card for details.
- C. Events organised by all other organisations who are hiring Harrow Arts Centre venues for arts activity may be included in the seasonal brochure under the heading of 'Local Companies and Community' at the full rates depending on the amount of space available. Please see the enclosed rate card for details.
- D. Events organised by Harrow-based voluntary arts organisations but not taking place at the Harrow Arts Centre may be included on our website only, free of charge, under the heading of 'Out and About'.
- E. Commercial arts related events not taking place at Harrow Arts Centre will only be included in the 'Out and About' section of our website paid for at commercial rates as per the enclosed rate card.

Banners:

- In order to maintain control of our new brand we intend to make full use of the banner boxes outside Harrow Arts Centre for HAC branded events.
- Availability for category B events will be extremely limited and cannot be guaranteed. All organisations are asked to check at the time of booking whether a banner slot will be available at an appropriate time for your event.
- Organisers are reminded not to rely on the display of a banner for their marketing.
- Banners must be of appropriate construction and not overhang the frames.

PLEASE NOTE:

To be included in Harrow Arts Centre marketing events must be arts-led and open to the public.

Events will only be included in the brochure and on the website subject to available space and we reserve the right to exclude events at our discretion.

If you have any questions or wish to discuss anything in relation to the promotion of your events at Harrow Arts Centre then please do not hesitate to contact Arts Information Officer, Kerry Blackburn on 020 8416 8951 or kerry.blackburn@harrow.gov.uk. The deadline date for copy and images for the May-August 2010 brochure is 12 February 2009.

Harrow Arts Centre Rate Card

<p>Full Page</p> <p>H: 190mm W: 128 mm</p>	<p>Half Page Vertical</p> <p>H: 190 mm W: 60mm</p>	<p>Half Page Horizontal</p> <p>H: 90mm W: 128mm</p>
		<p>Quarter Page</p> <p>H: 90mm W: 60mm</p>

		Full Page	Half Page Vertical	Half Page Horizontal	Quarter Page	Website listing with image
Events organised at Harrow Arts Centre	Harrow-based arts organisations	£75 + VAT	£42 + VAT	£42 + VAT	£22 + VAT	FOC
	Other organisations	£150 + VAT	£85 + VAT	£85 + VAT	£45 + VAT	£35 + VAT per month
Events organised within Harrow but not at Harrow Arts Centre	Harrow-based arts organisations	N/A	N/A	N/A	N/A	FOC
	Other organisations	N/A	N/A	N/A	N/A	£35 + VAT per month

Please Note:

To be included in Harrow Arts Centre marketing events must be arts-led and open to the general public. Events will only be included in the brochure and on the website subject to available space and we reserve the right to exclude events at our discretion.

Copy Requirements

Hi-res composite 300 dpi

Format colour mode – CMYK

All copy to be provided as JPEG via email or CD.

We can also accept TIF or PHOTOSHOP EPS, but must be at 100% and 300dpi.

Contact

Kerry Blackburn, Arts Information Officer
020 8416 8951 - kerry.blackburn@harrow.gov.uk