



SPOTLIGHT Series
an Art Source South Africa Product



PR LIGHT

Our years of experience in publicity and visual arts management, as well as research shows that well-articulated and effectively distributed information increases your chances of eliciting strategic awareness and media interest for your project.

Our arts based publicity resources have been built over 15 years. We maintain a targeted media list which is regularly updated with contacts with whom we have built good relationships. This list includes editorial media, event listings, bloggers and industry news sources.

We have a mailing list of over 20 0000 subscribers including South African and international arts audiences, educators, museum curators and industry stakeholders.

Price: R 4000-00

Product includes:

- Draft of one press release
- Distribution of press release via general South Africa arts media list, targeted media list tailored for your projects special angles and location, International general arts media list and arts specific PR wire service, Artslink.
- Distribution of press release to South African cultural network including organisations, foundations and embassies.
- Notification of all diary listing media contacts
- Design of a digital newsletter or e-vite for your project or event
- Distribution of digital newsletter or e-vite to our subscriber mailing list
- Campaign report including independent media monitoring and digital campaign analytics.



content

COHN TENT INVESTMENTS cc Reg: 2008/177823/23
t/a Art Source Content
Members: L Cohn, T Cohn
Ph: +27 (0) 11 447 2855 fax: +27 (0) 11 447 2855
Email:lescohn@artsourcesouthafrica.co.za/taryncohn@artsourcesouthafrica.co.za
P O Box 569 Rivonia 2128



SPOTLIGHT Series
an Art Source South Africa Product

What you can use it for:

- Do you have an exhibition that you need to promote?
- Have you just come back from a residency and you want to update your network?
- Are you making waves outside of your local community you want to tell them about it?
- Has your career, studio, business or project received any major accolades or had any key developments?
- Or do you want to keep in touch with your clients and colleagues?

Media Monitoring

Throughout the project the media response will be captured and analysed through the use of Google Alerts, as well as PEAR Media monitoring.

PEAR is an independent media monitoring agency that monitors almost all of South Africa's print and broadcast media, as well as a significant number of online sources.

On completion of the project a comprehensive report including a statistical report on the responses to the digital invitation, internet and print responses to our media distribution.

What past clients have said about this product:

"the way you construct the information that I supplied for the press release is perfect"

"Thank you for running the campaign for me it was a positive experience for me."

"I've had a few comments on your PR skills recently. My sponsors tell me my publicist works hard!"

And all this was achieved on the budget of one PR LIGHT; less than the cost of drafting one press release with any professional copywriter!



COHN TENT INVESTMENTS cc Reg: 2008/177823/23
t/a Art Source Content
Members: L Cohn, T Cohn
Ph: +27 (0) 11 447 2855 fax: +27 (0) 11 447 2855
Email: lescohn@artsourcesouthafrica.co.za/taryncohn@artsourcesouthafrica.co.za
P O Box 569 Rivonia 2128

content



SPOTLIGHT Series
an Art Source South Africa Product

Booking Form

To make use of PR Light, please provide information below:

EVENT/EXHIBITION	PROJECT	OTHER

Please select: (tick appropriate box)

- 1X Digital invite: **(A call to attend an opening, appropriate for once off exhibitions)**
- 1X Newsletter: **(Appropriate for on-going projects)**

Please attach: (tick box if attached)

- | | |
|---------------------------|--------------------------|
| Images of works | <input type="checkbox"/> |
| Captions of images | <input type="checkbox"/> |
| CV | <input type="checkbox"/> |
| profile/bio | <input type="checkbox"/> |
| Artist statement | <input type="checkbox"/> |
| Sponsors Logos & position | <input type="checkbox"/> |
| Exhibition info | <input type="checkbox"/> |



COHN TENT INVESTMENTS cc Reg: 2008/177823/23
 t/a Art Source Content
 Members: L Cohn, T Cohn
 Ph: +27 (0) 11 447 2855 fax: +27 (0) 11 447 2855
 Email:lescohn@artsourcesouthafrica.co.za/taryncohn@artsourcesouthafrica.co.za
 P O Box 569 Rivonia 2128

content



SPOTLIGHT Series
an Art Source South Africa Product

What we need from you:

- **PR Light** booking **2 months** before event/project
- **DATE** and **VENUE** of event/exhibition
- Information about the project and artist(s) involved
- **5 high resolution** jpegs of artworks
- Logos of all parties involved i.e. sponsors or partners
- 50% deposit paid to Cohn Tent investments cc on conformation of booking

All documentation is to be put onto a disc and delivered to Art Source South Africa or placed into a Dropbox and sent to marketing@artsourcesouthafrica.co.za

Signature

Date

Please note PR Light does not include media coordination or individual pitches and media follow ups. It is focussed on information distribution. Requests from the media for interviews and further information will be forwarded to you for you to execute yourself.

Media liaison services can be negotiated at an hourly rate by Art Source South Africa.



COHN TENT INVESTMENTS cc Reg: 2008/177823/23
t/a Art Source Content
Members: L Cohn, T Cohn
Ph: +27 (0) 11 447 2855 fax: +27 (0) 11 447 2855
Email:lescohn@artsourcesouthafrica.co.za/taryncohn@artsourcesouthafrica.co.za
P O Box 569 Rivonia 2128

content