



## Bringing Art Back to Business

### Annual Directory Cover Art Program

#### 2007 CALL FOR ENTRIES

As a regional communications leader for over 90 years, SureWest is proud to support artists in our community and invites you to participate in our annual Yellow Pages directory cover art program **Bringing Art Back to Business**. SureWest facilitates this cover art program to showcase artists in the communities we serve and to enhance the design of our premier publications: the *Roseville, Citrus Heights, Granite Bay Directory*; the *Greater Sacramento Directory*; the *Folsom, El Dorado Hills, Placerville Directory*; and the *Auburn, Grass Valley, Nevada City Directory*.

This unique campaign – judged by local community and business leaders – features a cash award, publication of artwork, artist promotion, media exposure and additional display opportunities. Artists who submit artwork for consideration may be invited to be included in other promotional opportunities devised to promote the cover art program, such as a calendar or special Web feature. In addition, the artist selected to provide final artwork for a cover of one of the directories will receive:

- **A cash award of \$500 if art is featured on a directory cover**
- **Publication of artwork on the cover of one of SureWest's Yellow Pages directories.** Distributions: 80,000-200,000
- **Artist biography**/feature story in the community section of the respective directory
- **A complimentary ad** promoting the artist in the classified section of the directory if applicable (Ad will also be featured in our online phone book with Web links to the artist's Web site or gallery Web site if applicable.)
- **Posters** of artwork to be distributed to area businesses during subsequent canvass period
- **Inclusion of artwork** on marketing materials – newspaper ads, brochures, SureWest's Web site, etc.
- **Local media** exposure through press releases and articles



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### SUBMISSION CRITERIA

#### **General Call for Entries Submission Review**

Please provide at least 3-6 samples of existing, original concept artwork—tear sheets, or color photocopies. Submissions must be labeled with return address information for SureWest to return samples to the artist.

**Please do not submit original items.**

#### Theme

Landscapes and Landmarks

(Greater Sacramento, Roseville, or foothill areas)

#### Media

Two-dimensional, fine art—watercolor, oil, acrylic, mixed media, pastel or other.

**(Sorry, no photography or digitally enhanced photography accepted at this time.)**

#### Size

Must be scaleable to multiple size use (up to 20"x20") and high-resolution reproduction.

#### Finalist Review

Semi-finalists, for each directory cover, will be selected from the general submissions received. That art is then presented to SureWest employees for internal voting to narrow the selection to art they feel would be best suited for the directory cover. The top 3-4 finalists for each book will then be sent to our panel of local judges to determine the featured art.

#### Contact

Private art consultant and established artist, Jerianne Van Dijk, will facilitate the submissions for SureWest. General questions regarding this program can be submitted to Laurie Ahlf, Account Manager, SureWest Marketing, 8150 Industrial Ave., Roseville CA 95678, 916-786-1491, or [l.ahlf@surewest.com](mailto:l.ahlf@surewest.com).

Please send entry form and all submissions to:

**Jerianne Van Dijk**  
368 Glen Wood Pines Ct.  
Grass Valley, CA 95945  
(530) 271-7128



## Bringing Art Back to Business

### PROGRAM DESCRIPTION AND TIMELINE 2007

#### Key Dates

**General sample submissions to Jerianne Van Dijk**

*Jerianne Van Dijk, 368 Glen Wood Pines Ct., Grass Valley, CA 95945.*

*General entry submissions may include tear sheets or color photocopies.*

*SureWest will return all materials clearly marked for return.*

***Entry forms must be included with each submission.***

**February 9th**

Review of general submissions, selection of semi-finalists,  
SureWest employee voting, and selection of finalists

**February-  
Weeks 3-4**

Final selection by celebrity panel

**March-Week 1**

Artists notified of final selection

**March-Week 2**

*Selected artists to provide bio for feature story and press release materials.*

Press Release of finalists

**March-Week 4**

Final artwork to be submitted for publishing

**April-Week 1**

*Artist will receive \$500 for featured submission.*

Community page content submitted for layout

**April-Week 2**

First directory to production and publishing

**April-Week 3**

Press release of 2007-2008

**June-Week 1**



## About SureWest

With more than 90 years in Northern California, SureWest and its family of companies represent an integrated network of highly reliable advanced communications products and services with the highest standards of customer care. Founded as Roseville Telephone Company, the company has expanded to provide digital TV, wireless telephone service, high-speed Internet access, data transport, local and long distance telephone service, and yellow page directories.

SureWest Directories division was launched in 1997 to provide easy-to-use, local telephone directories for businesses and residents. With in-house advertising and publishing professionals, an established distribution network, and results-oriented advertising, SureWest offers a superior strategy and value for advertisers, residents and consumers based on reach, frequency, usage, cost-effectiveness and customer follow-up. The content of all SureWest Yellow Pages can be searched online at [www.sacramento.com](http://www.sacramento.com).

The company also offers an interactive Web site that enables directory customers to dynamically view variations of a yellow page advertisement in terms of size and color. At the same time they see the actual cost of the advertisement, market penetration data, and how our prices compare to competitor's directory rates. In 2003, SureWest won the "Publisher Partnership Award" from the Association of Directory Marketing (ADM).

SureWest annually publishes and distributes the *Roseville, Citrus Heights, Granite Bay Directory*; the *Greater Sacramento Directory*; the *Folsom, El Dorado Hills, Placerville Directory* and the *Auburn, Grass Valley, Nevada City Directory*. For more information, please visit the SureWest Web site at [www.surewest.com/yellowpages/](http://www.surewest.com/yellowpages/).