

Big Island Arts Annual

by Creative Avenue

BigIslandArtsAnnual.com ♦ **CreativeAvenue.wordpress.com**

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BIAA 2011 NEWS, Announced July 7, 2010

WE ARE EXCITED ABOUT GOING DIGITAL BECAUSE:

- The quality of a digital book now exceeds paper
- Allows us to offer more opportunities to more artists (Creating an information hub that attracts more buyers. As in a shopping mall, the gain in traffic makes up for the loss to competition.)
- Offer an amazingly low minimum participation cost
- Offer interactive experiences (adding new features every year)
- Reach more people than is possible with print
- Market directly to target audience through aggressive Search Engine Optimization (SEO)
- Instant delivery to anyone, anywhere whether or not traveling to Hawaii

WE KEEP A PROMOTIONAL PRINT PIECE BECAUSE:

- People still love it/tangible/glamorous
- Intrigues people to go to full digital book (creates an introduction)
- QR code to website where full digital book is available for immediate download
- Uses less paper, still effective [whether or not actually smaller depends on number of participants but it will definitely save paper over doing entirely print]
- Adds "weight" to the digital publication for those who are still in the process of shift to digital thinking

SAME AS BEFORE

Print participation prices
Artists get promotion

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BETTER

Overall quality
Smaller print ads still get full digital coverage
Potential for greatly increased distribution
Art buyers cover production costs instead of artists

- More details are in the contract and prospectus.
- Due to the variable nature of digital delivery, we are unable to optimize camera ready submissions. Therefore, all designs will be developed by BIAA with proofs sent for approval.