

The email is going out to all Meetup Members.

For previous NEWS updates see

<http://www.meetup.com/palmbeachartists/messages/boards/>

- Thanks to Manny for a GREAT Paint-out Season with Critique
- Regular Newsletter beginning Oct 2017
- Newsletter to Accept Advertising
- Social Media
- What our Contributing Artists have been up to or will be doing
- Email Notifications Policy

**** Thanks to Manny for a GREAT Paint-out Season with Critique****

This program continues to grow and all members of our meetup group benefit from this. Please join the board in offering profuse thanks to Manny for organizing and running this program. He has worked very hard to find interesting place to paint, developing new critique leaders and in the process helping us all become better painters. I invite you to shower him with thanks by posting one of your plein air paintings on his facebook page

<https://www.facebook.com/manuel.jomok>

****Regular Newsletter beginning Oct 2017****

The board of PAPB has decided to make the newsletter a more regular feature. We will send out monthly newsletters from October to May. Since the board meets the first Thursday of the month, the newsletter will be sent out after that meeting so you have the 'board blast' news as well as upcoming events & exhibits, and what is going on with Contributing Artists. So to all contributing artists who want to announce something in the newsletter send to Donna by the end of the first week of the month.

****Newsletter to Accept Advertising****

We had a request to advertise to our meetup mailing list. The board reviewed this and decided to proceed. The guidelines and rate sheet has been set up. Please note that contributing Artist's can still get text based free listings as before, but can also get discounted advertising if they choose. We hope to attract advertisers that will be useful to our meetup members.

Plein Air Palm Beach – Advertising Rate Sheet

Plein Air Palm Beach newsletter is published 8 times per year. This email newsletter is distributed to our Meetup Members, which consists of over 600 artists and art lovers in the Palm Beach County area and beyond.

Our standard size of advertising is based on a business card size image (3 1/2“ x 2”) plus a caption of 50 characters, including spaces, and a link to website or email. There are several options.

Annual rate: Business card size \$200 – 300 x 150 pixels (width x depth)

Business card : 8x insertion - \$200

4x insertion - \$130

1x insertion - \$70

Discounted rates will apply for Art Related advertising - 50%

Discounted rates will apply for PAPB Contributing Artist Members – 70%

Minimum size is 300 pixels wide X 150 pixels length. Larger sizes of the same ratio will be resized.

All advertisements MUST be camera ready in jpeg format or a set-up charge will be applied.

******Social Media******

Besides our website and this meetup group, PAPB has social media presence on Facebook and Twitter. We need to set one up on Instagram. We also need some volunteers to help boost our social media presence and work on PR in general. It is the way the word gets out to potential collectors about our wonderful artwork. So here is the breakdown of our ‘finger print’ on the web and what you can do to help make sure it is effective.

-Website www.pleinairpalmbeach.com Contains information, about the organization, our artists, events, how to get involved etc. This is the best place to send those interested in finding out more about PAPB as you can become a

Contributing Artist (or renew) here, link to the meetup group and see concise information about our event and exhibits. Ralph Papa manages the website

-Meetup group www.meetup.com/palmbeachartists Predominantly used to schedule paint-outs. It also serves a place for images of our work. This is a HIGH traffic site and a lot of artists or art loves find us this way. We currently have over 600 meetup members in our group.

Facebook (Page & Group)

We have a FB page <https://www.facebook.com/PleinAirPalmBeach/> which is like a brochure for PAPB. If you are on FB be sure that you have liked our page. Donna, Pati, Frances and Kathryn are admins for this page. This means they can make posts to the page. Anyone can comment on those posts. Admins can also share to the page. This means that if you post your artwork to your FB page and allow the public to see the post, it can be shared to the PAPB FB page getting more exposure for your post and more visibility for PAPB. One thing you can do to help is to like or comment (better) when you see a post on the PAPB FB page. This extends the reach of the original post to more people.

We also have a Facebook Group

<https://www.facebook.com/groups/pleinairpalmbeach/> it is a discussion forum for the members of the group. To become a member you need to join and be approved by the admins (Donna & Frances) or be added by a current group member. This is the best place for artists who belong to the group to post notices and questions, for example notice of an exhibit you are in, pictures of your plein air art work, posts about selling some art supplies you no longer use. Currently there is a discussion about renting tents for art fairs. Again every time you like or comment on a post it extends the reach for PAPB and the artist who posted.

Twitter @pleinairpb is our twitter account. It is linked to our FB page so any post or comment on the FB page gets tweeted. We have a few followers but need to develop this outlet more.

Instagram – a natural for art and we need to establish a presence here. So anyone who wants to help, we need it.

****** What our Contributing Artists have been up to or will be doing******

Ralph Papa, Shawn Escott and maybe others were at PACE17

Pati Maguire and Manon Sanders were at Winter Park Paint-out

*******Email Notifications Policy*******

- We have a large and active group and we want to make sure that our meetup members are notified of paint-outs we sponsor, and also area opportunities, but not unduly burdened with lots of email updates. Organizers can also send out announcements to the whole group or to subgroups, for example artists who attended a particular meetup. Here is our policy for updates to meetup members.

As stated on the meetup site, our meetup mailing list is used only to notify members of our scheduled meetups, and notifications from group organizers.

Plein Air Palm Beach does not provide access to our mailing list to promote products or events.

However, we are happy to include contributing artist news & area plein air events in the NEWS updates for the meetup group. Those wishing to be in the NEWS Update should send anything to be included in **text format** a couple of sentences

long (**no pictures or pdfs**) with **link** to relevant information. We will not transcribe your promotional material into text, you must do that. One more thing, we know that you are all working hard to get your work shown, please post those news items in the meetup discussion forums or on the Facebook group page, unless it is an invitation to an opening or something like that.

On the web calendar <http://www.pleinairpalmbeach.com/calendar.html> there we have all the meetups as well as PAPB exhibits and community events. The criteria for a listing artist event such as an opening, classes or workshops is that it be open to all artists, PAPB artists, or PAPB CA's. The description section of a community event can have web links to your web pages, or pdfs. We only list PAPB events on the side bar of the menu page.