

ADVERTISING INSERTION ORDER

**2008 National Arts Marketing Project Conference Onsite Program**

(all ads are full color)

\_\_\_ Half Page: \$600 \_\_\_ Full Page: \$1,000 \_\_\_ Inside Cover: \$1,500 \_\_\_ Back Cover: \$2,000

\_\_\_ I am purchasing a table top exhibit space for a 5% discount off the total.

**Special Rates**

Exhibit and advertise at both the Annual Convention and NAMP Conference and receive a 15% discount off the total. Reservation for both meetings must be made together to receive the discount.

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone/Fax: \_\_\_\_\_ E-mail/Web: \_\_\_\_\_

Please provide the contact information of the person(s) coordinating the logistics for this advertisement.

Contact Name: \_\_\_\_\_ Telephone/Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Check Enclosed -OR- Credit Card (circle one):      American Express      Visa      MasterCard

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

We hereby make application for an advertising insertion order for the Onsite Program indicated above. We agree to abide by the terms and conditions set forth by Americans for the Arts on the following pages.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

Mail this form to Americans for the Arts, Attn: Advertising, 1000 Vermont Ave NW, 6 Fl, Washington, DC 20005 or fax to 202.371.0424.

## TERMS AND CONDITIONS FOR PRINT ADVERTISING

Americans for the Arts publications are created on behalf and for the benefit of our membership. Americans for the Arts therefore reserves the right to reject, omit, or cancel advertising it does not feel is in the best interest of our membership or goals.

### **SUBMITTING FILES:**

**For NAMP: Application Deadline: August 11, 2008. Artwork submitted by August 18, 2008.**

All ads should be submitted as 300dpi 4-color tiff files or high-res PDFs at full size.

Full page ad (includes covers): full bleed (.25" bleed) - (W)9" x (H)11.5" - LIVE AREA (all text and vital imagery must be inside these dimensions) (W)8" x (H)10.5"

Half page ad: full bleed (.25" bleed) - (W)9" x (H)6" - LIVE AREA (all text and vital imagery must be inside these dimensions) (W)8" x (H)5"

Quarter page ad: full bleed (.25" bleed) - (W)4.75" x (H)6" - LIVE AREA (all text and vital imagery must be inside these dimensions) (W)3.75" x (H)5"

**CONFIRMATION:** Orders must be confirmed in writing by deadline. Verbal or electronic mail order, without contracts, are not acceptable.

**CHANGES TO CONTENT:** No typesetting or alterations will be done by the printer or Americans for the Arts.

**RESPONSIBILITY:** It is not the responsibility of Americans for the Arts or the printer to edit, design, or alter any advertiser-submitted ad. Ads must be re-submitted if advertisers wish to have ad altered in any manner.

**COLOR:** Americans for the Arts cannot guarantee accurate color reproduction if a SWOP standard proof is not supplied.

**CANCELLATIONS:** No cancellations or changes in order will be accepted after the deadline. Cancellations must be received in writing prior to deadline. Any advertiser cancelling advertisements after the closing date must pay the full space charge.

**ADVERTISEMENT:** The word "advertisement" will be placed with copy, which, in the publisher's opinion, resembles editorial content.

**PLACEMENT:** Publisher reserves the right to determine ad placement.

**CONDITIONS:** No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the publisher's state policy will be binding on the publisher.

**LIABILITY:** Advertisers and agencies assume liability for content of advertisement and assume responsibility for any claims therefore made against the publisher.

**PAYMENT:** Payment must be received by the deadline.

**DISCOUNTS:** Agency discounts are not applicable.