



### ART JOURNAL Deadlines

| Issue  | Closing Date | Published |
|--------|--------------|-----------|
| Spring | January 20   | March     |
| Summer | May 10       | June      |
| Fall   | August 1     | September |
| Winter | September 25 | December  |

### THE ART BULLETIN Deadlines

| Issue     | Closing Date | Published |
|-----------|--------------|-----------|
| March     | December 16  | April     |
| June      | March 10     | June      |
| September | June 2       | September |
| December  | September 7  | December  |

### ART JOURNAL DIMENSIONS

|                      | W                                    | H                                     |
|----------------------|--------------------------------------|---------------------------------------|
| Full Page            | 7 <sup>3</sup> / <sub>8</sub> inches | 9 <sup>1</sup> / <sub>4</sub> inches  |
| Full-Page Bleed      | 8 <sup>1</sup> / <sub>2</sub> inches | 10 <sup>1</sup> / <sub>4</sub> inches |
| Half Page Horizontal | 7 <sup>1</sup> / <sub>4</sub> inches | 4 <sup>1</sup> / <sub>2</sub> inches  |
| Half Page Vertical   | 3 <sup>1</sup> / <sub>2</sub> inches | 9 <sup>1</sup> / <sub>4</sub> inches  |
| Quarter Page         | 3 <sup>1</sup> / <sub>2</sub> inches | 4 <sup>3</sup> / <sub>4</sub> inches  |
| Inside Covers*       | 7 <sup>3</sup> / <sub>8</sub> inches | 9 <sup>1</sup> / <sub>4</sub> inches  |
| Back Cover*          | 8 <sup>1</sup> / <sub>2</sub> inches | 10 <sup>1</sup> / <sub>4</sub> inches |

### THE ART BULLETIN DIMENSIONS

|                      | W                                    | H                                    |
|----------------------|--------------------------------------|--------------------------------------|
| Full Page            | 7 <sup>1</sup> / <sub>2</sub> inches | 10 inches                            |
| Half Page Horizontal | 7 <sup>1</sup> / <sub>2</sub> inches | 4 <sup>7</sup> / <sub>8</sub> inches |
| Half Page Vertical   | 3 <sup>5</sup> / <sub>8</sub> inches | 10 inches                            |
| Quarter Page         | 3 <sup>5</sup> / <sub>8</sub> inches | 4 <sup>7</sup> / <sub>8</sub> inches |

\*Call for availability and details.

### RATES effective 7/1/11

#### Black & White

|                     | One Ad  | Multiple Ads |
|---------------------|---------|--------------|
| Full Page           | \$1,000 | \$900        |
| Half Page           | \$600   | \$540        |
| Quarter Page        | \$375   | \$337        |
| Inside Front Cover* | \$2,000 |              |
| Inside Back Cover*  | \$1,900 |              |

\*Art Journal only. Call for availability and details.

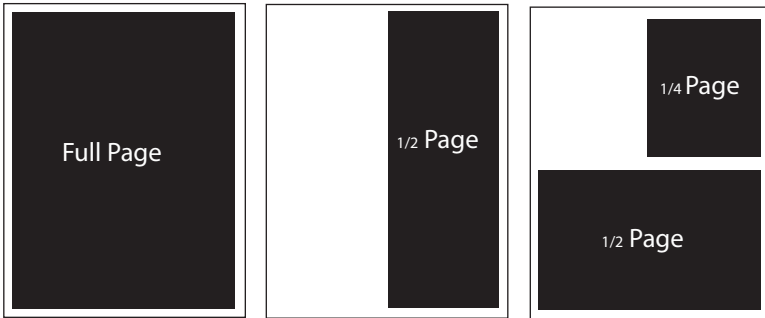
### SUBMISSION AND TERMS

**Digital Files Only:** Please email high resolution (300 dpi) PDF to hbayer@collegeart.org.

**Terms:** All space must be reserved in writing.

15% commission payable to recognized advertising agencies. Multiple-ad pricing extends to concurrent issues of *The Art Bulletin* and *Art Journal*, as well as multi-issue runs in either publication. Payment is due within 30 days of invoicing upon publication. Checks must be drawn on a U.S. bank.

*The Art Bulletin* and *Art Journal* reserve the right to decline any advertisement. In the event of an error, CAA's liability shall not exceed the cost of the space occupied by the error.



### CONTACT

Helen Bayer, Marketing and Communications Associate  
212-392-4426  
hbayer@collegeart.org



# College Art Association Journal Advertising Insertion Order

TODAY'S DATE \_\_\_\_\_

JOB# \_\_\_\_\_

Advertiser \_\_\_\_\_

**BILLING INFORMATION (REQUIRED):**

Company \_\_\_\_\_

Agency \_\_\_\_\_

Address \_\_\_\_\_

Contact Name \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Email \_\_\_\_\_

Billing Contact \_\_\_\_\_

Contact Phone \_\_\_\_\_

Billing Contact Phone \_\_\_\_\_

Contact Fax \_\_\_\_\_

Billing Contact Fax \_\_\_\_\_

**THE ART BULLETIN**

**ISSUE**

- March 2012       June 2012
- September 2012       December 2012

**AD SIZE**

- Quarter-Page (3 5/8 x 4 7/8 inches)
- Half-Page Horizontal (7 1/2 x 4 7/8 inches)
- Half-Page Vertical (3 5/8 x 10 inches)
- Full Page (7 1/2 x 10 inches)

**CALL FOR COVER OPTIONS**

**ART JOURNAL**

**ISSUE**

- Winter 2011       Spring 2012
- Summer 2012       Fall 2012

**AD SIZE**

- Quarter-Page (3 1/2 x 4 3/4 inches)
- Half-Page Horizontal (7 1/4 x 4 1/2 inches)
- Half-Page Vertical (3 1/2 x 9 1/4 inches)
- Full Page (7 3/4 x 9 1/4 inches)

**CALL FOR COVER OPTIONS**

**RATE**

Gross \$ \_\_\_\_\_ Comm./Disc. % \_\_\_\_\_

Net Total \$ \_\_\_\_\_

**SUBMISSION**

**Fax or email insertion order to:**

Helen Bayer  
212-627-2381 (fax)  
hbayer@collegeart.org

**NOTES:**

**Questions?**

Contact Helen Bayer, Marketing and Communications Associate at 212-392-4426