## CONFERENCE INFORMATION AND REGISTRATION

### ADVERTISING RESERVATION AND CONTRACT

**103rd Annual Conference of the College Art Association**  
**New York, February 11-14, 2015**

### BILLING INFORMATION (REQUIRED):

- **TODAY’S DATE**  
- **ORDER NO.**

- **COMPANY**

- **ADDRESS**  
- **CITY**  
- **STATE**  
- **ZIP**

- **BILLING CONTACT NAME**

- **BILLING CONTACT PHONE**

- **BILLING CONTACT FAX**

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### ADVERTISER INFORMATION (REQUIRED):

- **ADVERTISER**

- **AGENCY**

- **CONTACT NAME**

- **CONTACT EMAIL**

- **CONTACT PHONE**

- **CONTACT FAX**

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### SIZE AND PLACEMENT

<table>
<thead>
<tr>
<th>SIZE AND PLACEMENT</th>
<th>RATES</th>
<th>SIZE</th>
<th>QUANTITY</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Directly Following Cover Page</td>
<td>$2,000</td>
<td>7.25(w) x 9.5(h) inches</td>
<td></td>
<td></td>
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<tr>
<td>Full Page Facing Session Listings</td>
<td>$1,000</td>
<td>7.25(w) x 9.5(h) inches</td>
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<tr>
<td>Half Page in Registration, Membership, and Travel Sections</td>
<td>$900</td>
<td>7.25(w) x 4.5(h) inches</td>
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<td>Quarter Page Within Text</td>
<td>$500</td>
<td>3.5(w) x 4.5(h) inches</td>
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<tr>
<td>Full Page After Text</td>
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<tr>
<td>Half Page After Text</td>
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<tr>
<td>Quarter Page After Text</td>
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**TOTAL (BILLED UPON PUBLICATION):** $________

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### Website Address for Click-through:

**RESERVATIONS AND ADS MUST BE RECEIVED BY AUGUST 29, 2014.**

Return this form to Anna Cline, development and marketing assistant, by fax at 212-627-2381 or by email at acline@collegeart.org. For information on cover ads, please call 212-392-4426. Submit ads as 300 dpi PDFs fonts and images embedded. Color should be RGB.

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### PAYMENT:

Payment due within 30 days of publication. Make checks payable to the College Art Association. Checks must be drawn from a US bank in US dollars. For payment by credit card, please fill out the information below. Visa, MasterCard, American Express, and Discover accepted. In the event of an error, CAA’s liability shall not exceed the cost of the space occupied by the ad.

- **CREDIT CARD NO.**
- **EXP. DATE**
- **CVV**

- **CARDHOLDER NAME**
- **AUTHORIZED SIGNATURE**

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*By above signature, the individual represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Advertiser. Applicant agrees to this contract for advertising, and is bound by the Terms and Conditions laid out here, and to any amendment thereto by CAA. This document constitutes a binding legal agreement.*