



2017 Advertising Rates

The Art Bulletin and Art Journal
collegeart.org/advertising

THE ART BULLETIN DEADLINES

Issue	Closing Date	Published
March 2017	December 16, 2016	March 1
June 2017	March 17	June 1
September 2017	June 22	September 1
December 2017	September 20	December 1

ART JOURNAL DEADLINES

Issue	Closing Date	Published
Spring 2017	January 4	March 1
Summer 2017	March 24	June 1
Fall 2017	June 26	September 1
Winter 2017	September 27	December 1

THE ART BULLETIN DIMENSIONS

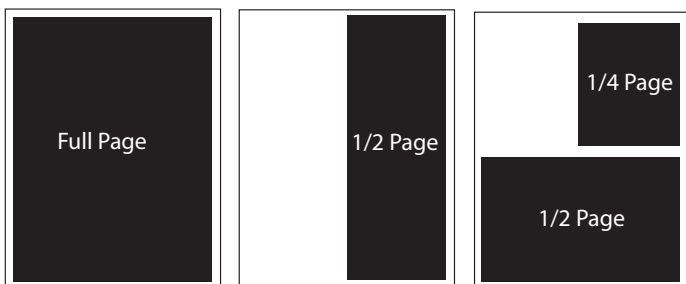
	W	H
Full Page	7 1/2 inches	10 inches
Half Page Horizontal	7 1/2 inches	4 7/8 inches
Half Page Vertical	3 5/8 inches	10 inches
Quarter Page	3 5/8 inches	4 7/8 inches
Inside Back Cover*	7 1/2 inches	10 inches

*Call for availability and details.

ART JOURNAL DIMENSIONS

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

*Call for availability and details.



SUBMISSION AND TERMS

Digital files only: Please email high resolution (300 dpi) black & white PDFs, fonts and images embedded, to acline@collegeart.org.

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. 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.

The individual submitting the insertion order 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.

RATES (effective 1/1/2015)

	One Ad	Multiple Ads
Full Page	\$1,200	\$1,080
Full-Page Bleed*	\$1,300	\$1,170
Two-Page Spread	\$2,000	
Half Page	\$700	\$630
Quarter Page	\$450	\$405
Inside Front Cover*	\$2,200	
Inside Back Cover	\$2,090	

**Art Journal* only. Call for availability and details.
 All advertisements are in black & white.

MEMBER RATES

Institutional members of CAA at the Department/Museum and Academic/Corporate levels receive a 20% discount on advertising.

CONTACT

Vivian Woo, Communications and Marketing Manager
 Phone: 212-392-4436
 Email: vwoo@collegeart.org
 Fax: 212-627-2381
collegeart.org/advertising



2017 Advertising Insertion Order

The Art Bulletin and Art Journal
www.collegeart.org/advertising

ADVERTISER INFORMATION (REQUIRED):

ADVERTISER _____

AGENCY _____

CONTACT NAME _____

CONTACT EMAIL _____

CONTACT PHONE _____

CONTACT FAX _____

SIGNATURE _____

BILLING INFORMATION (REQUIRED):

ORDER NO. _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

BILLING CONTACT NAME _____

BILLING CONTACT PHONE _____

BILLING CONTACT FAX _____

ART JOURNAL RESERVATIONS:

2017 ISSUE:	Spring	Summer	Fall	Winter
Quarter-Page(s) (3 1/2 x 4 3/4 inches)	_____	_____	_____	_____
Half-Page(s) Horizontal (7 1/4 x 4 1/2 inches)	_____	_____	_____	_____
Half-Page(s) Vertical (3 1/2 x 9 1/4 inches)	_____	_____	_____	_____
Full Page(s) (7 3/4 x 9 1/4 inches)	_____	_____	_____	_____

THE ART BULLETIN RESERVATIONS:

2017 ISSUE:	March	June	Sept.	Dec.
Quarter-Page(s) (3 5/8 x 4 7/8 inches)	_____	_____	_____	_____
Half-Page(s) Horizontal (7 1/2 x 4 7/8 inches)	_____	_____	_____	_____
Half-Page(s) Vertical (3 5/8 x 10 inches)	_____	_____	_____	_____
Full Page(s) (7 1/2 x 10 inches)	_____	_____	_____	_____

RATE:

Gross: \$ _____ Disc. %: _____

Net Total: \$ _____

Total Enclosed: \$ _____

Total Bill Upon Publication: \$ _____

PAYMENT:

Payment is due within 30 days of invoicing. 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.

CREDIT CARD NO. _____

EXP. DATE _____

CVV _____

CARDHOLDER NAME _____

AUTHORIZED SIGNATURE _____

SUBMIT TO: Vivian Woo
Communications and Marketing Manager
Fax: 212-627-2381
Email: vwoo@collegeart.org
Phone: 212-392-4436