



# ADVERTISING RATES AND CONTRACT

## Directories of Graduate Programs in the Arts

www.collegeart.org/advertising/directories

**ALL RESERVATIONS AND MATERIALS MUST BE RECEIVED BY SEPTEMBER 1, 2015.**

### RATES

*Institutional members receive 20% off advertising!*

Size	B/W	Color
Full Page	\$500	\$820
Half Page	\$260	\$420
Quarter Page	\$140	\$220
Inside Back Cover*	\$1,100	\$1,700

\*Call for cover availability and details

### DIMENSIONS (in inches)

Size	W	H
Full Page	7	9.5
Half Page Horizontal	7	4.6875
Half Page Vertical	3.4375	9.5
Quarter Page	3.4375	4.6875
Inside Back Cover	8.5	11

### PLACEMENT

Your advertisement will appear in your choice of either *Graduate Programs in the Visual Arts* OR *Graduate Programs in Art History*. All advertisements will be included in both print and digital formats.

#### Ad Size:

- |                                            |                              |                                |
|--------------------------------------------|------------------------------|--------------------------------|
| <input type="checkbox"/> Full Page         | <input type="checkbox"/> B/W | <input type="checkbox"/> Color |
| <input type="checkbox"/> Half Page         | <input type="checkbox"/> B/W | <input type="checkbox"/> Color |
| <input type="checkbox"/> Quarter Page      | <input type="checkbox"/> B/W | <input type="checkbox"/> Color |
| <input type="checkbox"/> Inside Back Cover | <input type="checkbox"/> B/W | <input type="checkbox"/> Color |

#### Main Volume (select one):

- Graduate Programs in the Visual Arts
- Graduate Programs in Art History

### SUBMISSION AND TERMS

Ads should be submitted by email as print-ready PDF files with embedded fonts and images. Submit materials to [acline@collegeart.org](mailto:acline@collegeart.org) by September 1, 2015.

A 15% agency discount will be granted to recognized advertising agencies. All rates noted are gross. CAA reserves the right to decline advertising for any reason. In the event of an error, CAA's liability shall not exceed the cost of the space occupied by the ad. Payment is due within 30 days of publication.

### BILLING

TOTAL COST

BILLING CONTACT

BILLING ADDRESS

CITY

STATE

ZIP

### ADVERTISER INFORMATION

ADVERTISER

CONTACT NAME

EMAIL

PHONE

ADDRESS

CITY

STATE

ZIP

SIGNATURE

DATE

*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.*

### CONTACT

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