



Crossroads Art Trail Artist Line Listing Contract / Agreement

City of Artists Promotional Association
PO Box 2152, Las Cruces, NM 88004



This project is made possible in part by New Mexico Arts, a division of the Department of Cultural Affairs, and the National Endowment for the Arts.

Date: _____

Artist Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Cell Phone: _____ Work Phone: _____

Fax: _____ Email: _____

ARTIST LINE LISTINGS

- Base Listing of 2 Lines (total of 88 characters & spaces)..... \$66.00
- Additional Lines (must also purchase base listing of 2 lines) \$21.50 per line
_____ number of additional lines (44 characters & spaces per line)
- Photo Correction & Setup Cost (required with each photo)..... \$10.00

Vertical ONLY:

- 0.75" w x 0.93" h (uses equivalent of 1 line of characters & spaces, must order minimum of 6 lines)
- 1.13" w x 1.38" h (uses equivalent of 2 lines of characters & spaces, must order minimum of 9 lines)
- 1.55" w x 1.84" h (uses equivalent of 4 lines of characters & spaces, must order minimum of 12 lines)
- 2.21" w x 2.76" h (uses equivalent of 8 lines of characters & spaces, must order minimum of 18 lines)
- 2.65" w x 3.32" h (uses equivalent of 12 lines of characters & spaces, must order minimum of 22 lines)

Horizontal ONLY:

- 1.22" w x 0.63" h (uses equivalent of 1 line of characters & spaces, must order minimum of 6 lines)
- 1.66" w x 0.93" h (uses equivalent of 2 lines of characters & spaces, must order minimum of 9 lines)
- 2.00" w x 1.40" h (uses equivalent of 4 lines of characters & spaces, must order minimum of 12 lines)
- 2.66" w x 2.27" h (uses equivalent of 8 lines of characters & spaces, must order minimum of 18 lines)
- 3.17" w x 2.60" h (uses equivalent of 12 lines of characters & spaces, must order minimum of 22 lines)

Terms for Line Listings:

- For Line Listings, readable text in proper length must be supplied. If text overflows lines purchased, text will be edited to fit.
- With each photo placed, the length of text for the line listing will need to be reduced accordingly.
- 50% of total amount is due at time of signed contract or by December 5, 2011. Remaining 50% is due by December 15, 2011. Listings with balances not paid in full by December 15, 2011 will be not be placed in the Guide and deposits will NOT be refunded.
- Payments must be made to City of Artists Promotional Association via cash or check.
- Maximum of 51 lines per listing (full page).
- Line Listings will appear in alphabetical order by artist's last name. Due to the length of some listings, individual listings may be placed over 2 pages.
- It is strongly recommended that all participants have federal and state documents required for a business.
- Additional information may be obtained from Roy van der Aa, Project Director, by emailing wysiwyg@zianet.com. Final digital files may be emailed to the same address.
- Your Listing will appear in 80,000 Guides which will be distributed across NM & into AZ, TX & CO + Website Link at www.cityofartists.org.

I donate 10% of my line listing cost (from total cost before tax) to the following non-profit artist group (which I belong to) for them to place an ad. _____ (initial to accept) I belong to the following group (check only 1):

- | | |
|---|---|
| <input type="checkbox"/> City of Artists Promotional Association | <input type="checkbox"/> Border Artists |
| <input type="checkbox"/> ArtForms Artists Association of New Mexico | <input type="checkbox"/> Las Cruces Arts Association |
| <input type="checkbox"/> SumArt/West End Art Co-op | <input type="checkbox"/> Potters' Guild of Las Cruces |
| <input type="checkbox"/> NM Watercolor Society-Southern Chapter | <input type="checkbox"/> Women's Intercultural Center |
| <input type="checkbox"/> Tombaugh Gallery | <input type="checkbox"/> Artists of Picacho Hills |
| <input type="checkbox"/> Society of Layerists in Multi-Media | |
| <input type="checkbox"/> Other Non-Profit Artist Group _____ | |

Listing Cost:	_____
_____ Extra Lines (x \$ 21.50)=	_____
Cost to add Photo(s):	_____
Subtotal:	_____
NM Tax (7.5625%):	_____
Total:	_____
Deposit Paid:	_____
Balance Due:	_____
Balance due by Dec. 15, 2011	

Guide Sales Person

Sales Person Contact Info

Customer Authorized Signature
By signing, I understand & agree to all terms in this contract.

Date