



# Crossroads Art Trail Commercial Advertising 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: \_\_\_\_\_

Business name: \_\_\_\_\_

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

Mailing Address: \_\_\_\_\_

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

HomePhone: \_\_\_\_\_ CellPhone: \_\_\_\_\_ WorkPhone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## COMMERCIAL ADVERTISING

<input type="checkbox"/> Full Page:	4.875" x 7.75" .....	\$1400.00
<input type="checkbox"/> Half Page Horizontal:	4.875" x 3.8125" .....	\$938.00
<input type="checkbox"/> Half Page Vertical:	2.375" x 7.75" .....	\$938.00
<input type="checkbox"/> Quarter Page:	2.375" x 3.8125" (vertical only).....	\$630.00
<input type="checkbox"/> Eighth Page:	2.375" x 1.8438" (horizontal only).....	\$350.00

### Terms for Ads:

- All Ad Prices are for Camera Ready Ads which require no additional scanning, typesetting, photo correction or other graphic design services. Design is available at 10% of ad cost for all ad sizes, with artist-supplied photos, text, and logo art.
- Digital camera ready ads must be submitted in standard formats either as a PDF document or a file that can be opened or imported by Adobe Photoshop or Adobe InDesign. Emailed ads can be submitted as PDF or JPEG or TIF with a resolution of 300dpi or higher at 100% of ad size. (Images/graphics from internet/web pages at 72dpi are NOT acceptable.) Microsoft Word, Publisher, Corel, Word Perfect, or Print Shop files are NOT acceptable.
- 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.
- 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 FULL Color Ad will appear in 80,000 Guides which will be distributed across NM & into AZ, TX & CO + Website Link at [www.cityofartists.org](http://www.cityofartists.org).

\_\_\_\_\_  
Guide Sales Person

\_\_\_\_\_  
Sales Person Contact Info

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

\_\_\_\_\_  
Date

Ad Cost:	_____
Design Cost:	_____
<b>Subtotal:</b>	_____
NM Tax (7.5625%):	_____
<b>Total:</b>	_____
Deposit Paid:	_____
<b>Balance Due:</b>	_____
Balance due by Dec. 15, 2011	