



Crossroads Art Trail Cultural & Gallery 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: _____

CULTURAL & GALLERY ADVERTISING

<input type="checkbox"/> Full Page:	4.875" x 7.75"	\$1260.00
<input type="checkbox"/> Half Page Horizontal:	4.875" x 3.8125"	\$844.20
<input type="checkbox"/> Half Page Vertical:	2.375" x 7.75"	\$844.20
<input type="checkbox"/> Quarter Page:	2.375" x 3.8125" (vertical only).....	\$567.00
<input type="checkbox"/> Eighth Page:	2.375" x 1.8438" (horizontal only).....	\$315.00

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.

Guide Sales Person

Sales Person Contact Info

Customer Authorized Signature

Date

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

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