



# Crossroads Art Trail Event 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: \_\_\_\_\_

Event: \_\_\_\_\_

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

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

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

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

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

### EVENT LINE LISTINGS

- Base Event Line Listing of 4 Lines (in 1 column, total of 64 characters & spaces) ..... \$66.00
  - Additional Lines (must also purchase base event line listing of 4 lines) ..... \$12.00 per line  
     \_\_\_\_\_ number of additional lines (16 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 2 lines of characters & spaces, must order minimum of 12 lines)
- Horizontal ONLY:
- 2.375”w x 1.38”h (uses equivalent of 8 lines of characters & spaces, must order minimum of 18 lines)

**Terms for Line Listings:**

- For Event 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.
- 100% of total amount is due at time of signed contract.
- Payments must be made to City of Artists Promotional Association via cash or check.
- Maximum of 102 lines per listing (full page of 2 columns). Full column is 51 lines.
- Event Line Listings will be placed in 2 columns. Due to the length of some listings, individual listings may be placed over 2 columns or even 2 separate pages.
- 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**.

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

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

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

\_\_\_\_\_  
Date

Listing Cost:	_____
_____ Extra Lines x \$ 12.00:	_____
Cost to add Photo(s):	_____
<b>Subtotal:</b>	_____
NM Tax (7.5625%):	_____
<b>Total:</b>	_____