

TERMS AND CONDITIONS FOR PRINT ADVERTISING

Americans for the Arts publications are created on behalf and for the benefit of our membership. Americans for the Arts therefore reserves the right to reject, omit, or cancel advertising it does not feel is in the best interest of our membership or goals.

SUBMITTING FILES: All ads should be submitted as 300dpi black and white tiff files or high-res PDFs at full size.

Full Page: 9"x11.5" (trim size 8.5x11). Keep vital information in the live area of 7.5x10

Half Page: 6"(H)x9" (trim size 5.5(H)x8.5). Keep vital information in the live area of 4.5x7.5

Quarter Page: 4.75"(H)x6" (trim size 4.25(H)x5.5). Keep vital information in the live area of 3.75x4.5

The ads for inside front cover and outside back cover are the same as the full page, but need to be submitted as 4-color process CMYK.

CONFIRMATION: Orders must be confirmed in writing by deadline. Verbal or electronic mail order, without contracts, are not acceptable.

CHANGES TO CONTENT: No typesetting or alterations will be done by the printer or Americans for the Arts.

RESPONSIBILITY: It is not the responsibility of Americans for the Arts or the printer to edit, design, or alter any advertiser-submitted ad. Ads must be re-submitted if advertisers wish to have ad altered in any manner.

COLOR: Americans for the Arts cannot guarantee accurate color reproduction if a SWOP standard proof is not supplied.

CANCELLATIONS: No cancellations or changes in order will be accepted after the deadline. Cancellations must be received in writing prior to deadline. Any advertiser canceling advertisements after the closing date must pay the full space charge.

ADVERTISEMENT: The word "advertisement" will be placed with copy, which, in the publisher's opinion, resembles editorial content.

PLACEMENT: Publisher reserves right to determine ad placement.

CONDITIONS: No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the publisher's state policy will be binding on the publisher.

LIABILITY: Advertisers and agencies assume liability for content of advertisement and assume responsibility for any claims therefore made against the publisher.

PAYMENT: Payment must be received by the deadline.

DISCOUNTS: Agency discounts are not applicable.