



Insertion Order and Advertising Agreement

for *Fresh Paint* and the *FAEA Conference Program*
The Official Publications of the Florida Art Education Association (FAEA)

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 Tallahassee, Fl. 32301-2757
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 Fax: 850-942-1793
 Email: lisa@faea.org

For complete production information and policies, visit: www.faea.org.

Company Name _____ Date _____

Authorized Contact _____ Title _____

Invoice Attention to: _____ Mailing Address _____

City _____ State _____ Zip _____ Phone () _____ Fax () _____

e-mail address _____ P.O. number _____

A PURCHASE ORDER NUMBER IS REQUIRED ON THIS FORM FOR ALL GOVERNMENT AGENCIES AND SCHOOLS

IMPORTANT: ALL RATES ARE PER INSERTION

Clients purchasing three or more ads in the publishing year or who pay for their ads in advance (all ad requests billed at one time) via credit card (see bottom of form) are eligible for the discount rate quoted below. Registered exhibitors receive the discounted rate for the Conference Program. All rates are net of any fees charged to advertisers by third parties.

THE FOLLOWING ADVERTISEMENT INSERTION PACKAGE IS HEREBY ORDERED:

COLOR Ad Size	Price per insertion	with Discount	Amount
<input type="radio"/> Back Cover	\$750	\$650	\$
<input type="radio"/> Inside Covers (<i>front and back</i>)	\$650	\$550	\$
<input type="radio"/> Full Page	\$600	\$500	\$

BLACK & WHITE

Ad Size	Price per insertion	with Discount	Amount
<input type="radio"/> Double Truck (2 facing pages)	\$700	\$600	\$
<input type="radio"/> Full Page	\$400	\$350	\$
<input type="radio"/> 2/3 Page	\$250	\$200	\$
<input type="radio"/> 1/2 Page	\$200	\$150	\$
<input type="radio"/> 1/4 Page	\$125	\$75	\$

Total Contract Amount: \$

FINANCIAL INFORMATION:

All checks are to be made payable to FAEA.
 All first-time advertisers must submit payment in full upon acceptance of this agreement unless other payment arrangements are agreed to as below. Upon credit approval, payment is due in full within 30 days of receipt of invoice.

Check enclosed Bill advertiser Please charge my: MC VISA
 AMEX DISCOVER

Credit Card Number: _____

Billing zip code: _____ OF CREDIT CARD HOLDER Expiration date: _____

Cardholder Name: _____ PLEASE PRINT

Signature: _____

TERMS: Advertisers may pay with this insertion order or may choose to be billed as directed above following each publication. Advertisers will receive a tear sheet and a copy of the publication in which their ad appears. **For comprehensive information about terms and conditions, rates, and specifications for advertising in *Fresh Paint* or the Conference Program, go to www.faea.org.**

SPECIAL POSITION/PREMIUM PAGE: Guaranteed special placement requests are considered on a space-available basis for ads half-page or larger at an additional fee of **\$25 per insertion**. Inside Front Cover, Inside Back Cover, Outside Back Cover are guaranteed with the price of the ad and available on a first-come, first-served basis. Inside guarantees must be page specific (e.g. facing President's page, facing table of contents, etc.) Due to design and layout considerations, placement guarantees cannot be made for "front 1/2 of magazine," "far forward," etc. We will make every attempt to honor such requests, but they cannot be guaranteed.

ABOUT THE ADVERTISEMENT:

All art work is to be sent via email to lisa@faea.org.

Run Existing Ad We will supply a new ad with each insertion

ORIENTATION: Horizontal Vertical Square

COLOR: All color will be reproduced using four-color process. Advertisers may indicate a specific PMS color to be matched with four-color process.

PMS# Match _____

ADVERTISEMENT SUPPLIED:

On Disk – File Format _____

All submissions must conform to specifications outlined at www.faea.org. Preferred ad formats are: composite High Resolution PDF, Tiff (Photoshop document) or EPS with all fonts outlined.

OTHER: _____

ABOUT THE ISSUES:

**All topics subject to change. Deadlines are for advertising materials and contract.*

ISSUE*	DEADLINE	AMOUNT
<input type="radio"/> SPRING '10	Feb. 15, '10	\$
<input type="radio"/> SUMMER '10 <i>Published before the end of the school year.</i>	April 15, '10	\$
<input type="radio"/> FALL '10 <i>Back to School! Conference Registration</i>	July 1, '10	\$
<input type="radio"/> CONFERENCE PROGRAM 2010	Aug. 15, '10	\$
<input type="radio"/> WINTER '10 <i>Published before holiday break</i>	Nov. 15, '10	\$
<input type="radio"/> ___ Special Placements @ \$25 each		\$

Your signature below indicates you accept responsibility for payment and agree to the terms as stated at www.faea.org. Terms are also available as hard copy upon request.

Accepted this _____ day of _____, 20____, by: _____
YEAR

Client's Authorized Signature _____

Signer's Name (please print) _____ Title _____