

**Women in the Arts magazine - Special Anniversary Double Issue: January 2007**

**Rates:**

Ad Size	1 Time
Business card or message (25 word or less)	\$125.00
1/4 Page	\$500.00
1/3 Page, Vertical and Horizontal	\$750.00
1/2 Page, Vertical and Horizontal	\$1,100.00
Full Page	\$2,000.00
2-Page Spread	\$3,500.00
Inside Back Cover, Full Page	\$3,500.00
Inside Front Cover, Full Page	\$4,250.00
Back Cover	\$6,500.00

**Closing date:** November 30, 2006

**Cancellations:** Cancellations are not accepted after the closing date.

**Art:** Camera-ready only. Design services are not available.

**Digital Media:** Files may be supplied on CD-ROM. Disk must include all source files, including all placed images and required fonts. Hard copy color proof of ad should also be supplied.

**Electronic Transmission:** Files may be also transmitted via E-mail or ftp - all transmitted files should be compressed prior to transmission & sent in zip, .sit or .sea formats (call the Publications department for details on electronic transmission). All screen and printer fonts used in the ad and in any graphics that appear in the ad must be included.

EXTRA CHARGES MAY APPLY TO ALL ADS WHICH DO NOT MEET SPECIFICATIONS.

**Conditions:** 1. Upon acknowledgement of any insertion order, the National Museum of Women in the Arts (NMWA) reserves the right to reject any advertising copy that in its sole discretion conflicts with the content, format, style, or appearance of *Women in the Arts* magazine, or otherwise does not conform with reasonable standards of good taste. Advertiser or Agency may cancel an order for advertising in writing only. No cancellation is considered accepted until confirmed in writing by NMWA. 2. General standards which govern the acceptance of advertisements in *Women in the Arts* include but are not limited to the following: advertising in *Women in the Arts* shall not be false, misleading, fraudulent, or deceptive; substantiation of any representation, claim, or statement made in any advertisement may be required; and advertising must conform to reasonable standards of good taste. 3. The Advertiser and Agency, jointly and severally, are liable for payment for all published advertisements. Payment must be made at time of insertion. 4. NMWA shall not be bound by any condition, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the provisions set forth here. 5. All advertisers are published on the representation of the Advertiser and Agency that both are authorized to publish the entire contents and subject matter of the advertisement. 6. Advertising which simulates editorial content must carry the caption 'Advertisement' in not less than six (6) point type in the overall space occupied by the Advertiser. 7. NMWA shall not be liable for any failure to publish all or any portion of the issue in which an advertisement is contained if such failure is due to acts of God, strikes, accidents, or other occurrences beyond the control of NMWA. Failure by NMWA to insert advertisement in any particular issue or issues invalidates the order but shall not constitute a breach of contract. Advertisements omitted from any particular issue or issues shall be made up or rate adjusted. In no event shall NMWA be liable for any other damages, including but not limited to consequential damages. The Advertiser and Agency, jointly and severally, shall indemnify and hold harmless NMWA, its officers, agents and employees against claims, suits, expenses (including legal fees), and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism. 9. NMWA will not be mediator for any advertiser/reader disagreements or business transactions. Any advertiser or reader complaint is to be handled directly with the parties involved.

