NATIONAL ARTS ACTION SUMMIT
Advertising Prospectus

Washington, D.C. March 30-31
The National Arts Action Summit is a multi-day event that includes a full day of legislative and advocacy training followed by Arts Advocacy Day, a day of meetings and events on Capitol Hill. On March 30-31, 2020, more than 500 arts advocates, students, educators, and funders from across the country will come together to learn new skills and advocate for the power of the arts.

From cutting-edge software to educational programs, National Arts Action Summit attendees are looking for tools and resources like yours to more effectively affect change. Connect with this engaged audience to promote your business, organization, or product!

More than 500 Arts Advocates

New Ways to Connect with Attendees!
Table of Contents

Refer to the table of contents below for pricing and availability for our advertising opportunities. For more information, contact us at exhibits@artsusa.org or call 202.371.2830.

3  WEB AND APP: Sidebar advertisement, sponsored ad posts

4  PRINT: Half page, back page, inside covers, etc.

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WEB ADVERTISING

- Audience: art advocates, students, educators, administrators and professionals
- Promoted in Americans for the Arts emails and social media
- 3,800 average pageviews/month during the peak registration months of February and March
- Ads run on a per issue basis every month; limited availability

Sidebar Advertisement: $450/month
- 276 px x 245 px

APP ADVERTISING

- Connect with attendees through the National Arts Action Summit app, the go-to resource for all Summit news and updates.
- More than 5,200 sessions and 300 unique users.

Banner Advertisement: $200
- 600 px x 110 px (jpg or png)
- Runs February 28 - March 31

Sponsored App Posts: $300
- Three sponsored posts over the conference
- 650 x 450 px image
- 250 characters of text
- 50 x 50 px logo (jpg or png)

Interested in more advertising? Connect with us at exhibits@artsusa.org or call 202.371.2830
National Arts Action Summit Program Ads
Washington, D.C.
March 30-31, 2020

PROGRAM ADVERTISEMENT

- Placement in NAAS onsite program
- Distributed to all NAAS summit attendees

<table>
<thead>
<tr>
<th>Placement</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page</td>
<td>$600</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,000</td>
</tr>
<tr>
<td>Inside Front</td>
<td>$1,300</td>
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<tr>
<td>Inside Back</td>
<td>$1,300</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1,800</td>
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</tbody>
</table>

Contract deadline: 1/11
Artwork deadline: 2/7
NATIONAL ARTS ACTION SUMMIT
WEBSITE ADVERTISING CONTRACT

Send this completed form to exhibits@artsusa.org or fax to Exhibits at 202.371.0424. View the Terms and Conditions on the following page.

Company Name: ____________________________________________________________

Display Name (if different from above): __________________________________________

Mailing Address: ____________________________________________________________

Website: __________________________ Twitter: ________________________________

Contact Name: __________________________ Title: ____________________________

Phone: __________________________ Email: ________________________________

Program Advertisement type (choose one):
  ___ Web Advertising: $450
     Select Month(s): __________________________
  ___ App Banner: $200
  ___ App Sponsored Posts: $300

Total Cost:

Check (#:_______)

Credit Card (circle one): American Express Discover MasterCard Visa

Card number: __________________________ Exp. date: __________________________

Name on card: __________________________

Billing address: __________________________

Signature: __________________________ Date: __________________________

We hereby make application for an advertising space on the National Arts Action Summit website or app. We agree to abide by the terms and conditions set forth by Americans for the Arts on the following pages.

_________________________ ____________
Signature Date

This application is an offer to buy an advertisement on the National Arts Action Summit website or app. No contract is formed unless and until this application is signed by an authorized representative of Americans for the Arts.

_________________________ ____________
Signature - Americans for the Arts Date
NATIONAL ARTS ACTION SUMMIT
PROGRAM ADVERTISING CONTRACT

Send this completed form to exhibits@artsusa.org or fax to Exhibits at 202.371.0424. View the Terms and Conditions on the following page.

Company Name: __________________________________________________________________________
Display Name (if different from above): __________________________________________________________________________
Mailing Address: __________________________________________________________________________
Website: ___________________________________ Twitter: ______________________________________
Contact Name: __________________________________ Title: ______________________________________
Phone: ___________________________________ Email: ______________________________________

Program Advertisement type (choose one):
   ___ Half Page: $600
   ___ Full Page: $1,000
   ___ Inside Front Cover: $1,300
   ___ Inside Back Cover: $1,300
   ___ Back Cover: $1,800

Total Cost:

Check (#:___________)
Credit Card (circle one): American Express Discover MasterCard Visa
Card number: ___________________________________ Exp. date: ___________________________________
Name on card: ____________________________________________________________________________
Billing address: ____________________________________________________________________________
Signature: ___________________________________ Date: ___________________________________

We hereby make application for an advertising space on the National Arts Action Summit onsite program. We agree to abide by the terms and conditions set forth by Americans for the Arts on the following pages.

________________________________________ ____________
Signature      Date

This application is an offer to buy an advertisement on the National Arts Action Summit onsite program. No contract is formed unless and until this application is signed by an authorized representative of Americans for the Arts.

________________________________________ ____________
Signature - Americans for the Arts      Date
PROGRAM ADVERTISING
SPECIFICATIONS SHEET

PRINT SPECIFICATIONS:
Images should have an effective resolution of 300 dpi. Images that are downloaded from a website or are 72 dpi images are unacceptable quality for printing. PSD, TIFF and EPS format files are preferable to JPG. All colors should be CMYK. No RGB, Lab or Index color. Tints and color type in four-color ads must be produced in a CMYK equivalent. Embed font outlines. The final trim size of the program is 5.5" x 8.5". 1/2 page ads do not bleed. Include .125" bleeds on every side for all full page ads with bleed (5.75" x 8.75").

<table>
<thead>
<tr>
<th>Space</th>
<th>Size</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half page without bleed</td>
<td>5&quot; x 3.875&quot;</td>
<td>CMYK or CMYK equivalent, no RGB, Lab or Index color</td>
</tr>
<tr>
<td>Full page without bleed</td>
<td>5&quot; x 8&quot;</td>
<td></td>
</tr>
<tr>
<td>Full page with bleed</td>
<td>Trim size: 5.5&quot; x 8.5&quot;</td>
<td>Bleed size: 5.75&quot; x 8.75&quot;</td>
</tr>
</tbody>
</table>

AD RESERVATION DEADLINE: January 11, 2020
ARTWORK DEADLINE: February 7, 2020
WAYS TO SUBMIT ADVERTISEMENTS:
1. Email to: Exhibits@artsusa.org
2. Mail files on CD or DVD to: Americans for the Arts Attn: Exhibits 1000 Vermont Avenue, NW 6th Floor Washington, DC 20005

DIGITAL FORMATS ACCEPTED:
PDF-X1a (PREFERRED)
The preferred digital ad format for advertising is high-resolution, press-optimized PDF-X1a with embedded fonts and images at 300 ppi. Advertisements must be fully PDF-X1a compliant, with Acrobat 4 (version 1.3) compatibility.
- All placed images (photos, logos, etc) should be converted to CMYK before creating PDF-X1a.
- All color images must separate as 4-color CMYK. Convert all RGB, spot (Pantone) colors and lab colors in color palette before saving the file.
- Placed images and graphics must be a minimum of 300 ppi at full size. Line art must have a minimum resolution of 600 ppi at full size.

ADobe ILLUSTRATOR EPS
Ads may also be submitted in Adobe Illustrator AI or EPS format (version CS3 or earlier).
- All fonts must be converted to outlines.
- Any placed images or photographs must be converted to CMYK and should be embedded into file (not linked). Photos must have a resolution of 300 ppi at full size; Line art must have a minimum resolution of 600 ppi at full size. Save file as CMYK EPS.

OTHER ACCEPTABLE FORMATS
Though not ideal, high resolution PhotoShop TIFF or EPS (at 300 ppi at full size) may also be accepted as final art.

FORMATS NOT ACCEPTED
The following formats will not be accepted: MS Word, MS Publisher, PowerPoint, FreeHand, Corel Draw, JPEG, GIF, film separations. Native ad layouts (Quark XPress or InDesign) will not be accepted. Please use Acrobat Distiller to convert Quark or InDesign layouts to PDF-X1a format.

PROOFS
Advertisers may submit a color proof as reference (color lasers accepted). Although not required, SWOP proofs provided by advertiser will be used by printer as a reference. Color advertisements not accompanied by SWOP proofs will be matched to pleasing color standards.

*NOTE: Advertiser assumes all responsibility for print quality or problems if above specifications are not met.*
NATIONAL ARTS ACTION SUMMIT ADVERTISING
TERMS AND CONDITIONS

Americans for the Arts publications are created on behalf of and for the benefit of our membership and event attendees. 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 organization goals.

SUBMISSION GUIDELINES: Please provide a website URL for hotlink, and a file sized to the correct dimensions in one of the following formats: JPEG or PNG. Advertisers may submit GIFs for advertising on www.americansforthearts.org.

CONFIRMATION: Orders must be confirmed in writing by the deadline. Verbal or electronic mail orders without contracts will not be acceptable.

CONTENT CHANGES: 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 submitted advertising material. Advertisements must be re-submitted if advertisers wish to have advertisement altered in any manner.

CANCELLATIONS: No cancellations or changes in order will be accepted after the deadline. Cancellations must be received in writing prior to deadline. Any advertiser cancelling 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 the right to determine advertisement 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.

REMEDIES: In the event of an error, misprint, or omission by Americans for the Arts which detracts materially from the advertisement, Americans for the Arts, in its discretion, will either reinsert the advertisement in the subsequent program or a reasonable equivalent Americans for the Arts publication, or make a reasonable refund of or adjustment to the price paid by the advertiser, and this shall be the advertiser’s sole remedy. The total liability of Americans for the Arts for any act or omission shall not exceed the amount of a full refund of the price paid for the advertisement or the cost of a reasonably comparable further or corrective advertisement. Without limiting the foregoing, Americans for the Arts shall not be liable for any loss of profits or business or for indirect or consequential loss.

PAYMENT: Payment must be received by the contract deadline.

DISCOUNTS: Agency discounts are not applicable.
For more information about advertising opportunities with Americans for the Arts, contact us at exhibits@artsusa.org or call 202.371.2830.