



# Art Alliance for Contemporary Glass

## AACG Quarterly Newsletter Advertising Agreement

### Newsletter Issue Dates

Winter (mid-January)  
Spring (mid-April)  
Summer (mid-July)  
Fall (mid-October)

### Advertising Artwork/ Deadlines

December 1  
March 1  
June 1  
September 1

Advertiser Name: \_\_\_\_\_

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

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

Contact: \_\_\_\_\_ Phone ( ) \_\_\_\_\_

E-Mail Address: \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

**All ads are 4-color and must be supplied camera ready. Ads will be inserted into the center of the AACG newsletter in a bound booklet format. Front page position will be rotated in alphabetical order among advertisers who opt to reserve space in all four AACG quarterly newsletters. No ads accepted past the deadline.**

### Advertising Rates

Please reserve the following space (circle choice):	Frequency			
	<u>1x</u>	<u>2x</u>	<u>3x</u>	<u>4x</u>
Full Page	\$1,200	\$1,100	\$1,000	\$900
Half Page	700	650	600	550
Quarter Page	400	380	360	330

The net proceeds from advertisements support the mission of the AACG, including its Grants Program.

### Sizes & Dimensions in inches:

Full page without bleed: 8-1/4 x 10-3/4

Full page with bleed: 8-3/4 x 11-1/4 with all type at least 1/2- inch from edge

Half page: 5 x 8 (horizontal)

Quarter page: 3-3/4 x 5 (vertical)

Finished full-page trim size: 8-1/2 x 11 (finished size of advertising insert)

**File Requirements:** Advertisements must be e-mailed as a high-resolution PDF file in the press quality setting. Images cannot be downsampled and fonts must be imbedded. Tiff files are also accepted.

Signature of Purchaser: \_\_\_\_\_ Date: \_\_\_\_\_

**Payment due 30 days from invoice submission.** Make checks payable to Art Alliance for Contemporary Glass or AACG. Mail to AACG, 11700 Preston Rd., #660-327, Dallas, TX 75230.

For more information, call Linda Greene, editor, 214-890-0029.

**(See reverse side for more information. The terms and conditions on the back are incorporated by this reference into this Agreement.)**

## Terms and Conditions

1. This Advertising Agreement is in effect for 90 days from start date for one time frequency, 180 days for two times, 270 days for three times and 360 days for four times. A new Advertising Agreement is required at the expiration date to continue the relationship.
2. Advertising is accepted with the understanding that the terms, conditions and charges specified in this Advertising Agreement are acceptable to the advertiser, and that no contrary oral or written agreement shall be binding on AACG.
3. The individual who has executed this Advertising Agreement is authorized to bind the advertiser on whose behalf the advertising is run. Advertiser understands and accepts that the placement of advertising constitutes acceptance of a binding agreement to abide by all of the terms and conditions [set forth on the reverse side of this Advertising Agreement /attached to this agreement] each of which is incorporated in this Advertising Agreement.
4. Advertising agencies that sign this Advertising Agreement on behalf of local retail advertisers will be deemed as acting as agents of those advertisers. Advertisers are at all times liable for payment of all account balances due and all other liabilities, and are deemed to receive refund payments, adjustments, notices and all other documents when the same are delivered to their agents. Any language in any advertising agency's insertion orders or other documents to the contrary is void and without effect.
5. This Advertising Agreement is not assignable by the advertiser.
6. AACG shall have the right to cancel an order at any time, provided that if cancellation is for nonpayment of bills at due date, the entire amount shall become due and payable, and any existing Advertising Agreement may be cancelled at the option and discretion of AACG without notice. In the event of cancellation, advertiser or its agent shall pay for all space actually used at the rate earned in accordance with AACG's current rates.
7. All advertising is accepted subject to the approval of AACG. AACG shall at all times have the right to revise or reject, in whole or in part, any advertisement, in its absolute discretion, determines is not consistent with the best interests and policy of the AACG.
8. The tender of any advertising shall constitute an undertaking by advertiser to protect and indemnify AACG against any and all liability, damages, loss or expense, including attorney's fees and cost, arising from any claims for libel, slander, unfair trade practice, unfair competition, infringement of trademarks, copyrights, proprietary rights, tradenames or patents, and invasion or violation of rights of privacy resulting from publication of such advertisement.
9. AACG shall not be liable to the advertiser for failure to publish all or any portion of the advertising that is the subject of this agreement when such failure results directly or indirectly from fire, flood, earthquake, other acts of God, strikes, lockouts, other labor difficulties, acts of the public enemy, riots, insurrections, governmental regulations, or any other cause or event beyond control of AACG.
10. All positioning of advertisements is at the sole discretion AACG. In no event will adjustments, reruns, or refunds be made because of the position in which an advertisement has been published.
11. The advertiser is responsible for checking advertising copy for corrections and providing AACG with prompt written notice of errors or changes within AACG's deadlines. AACG shall not be liable to the advertiser for any errors in any advertisement, except for failure to correct errors clearly and unambiguously marked by the advertiser on proofs returned to the AACG within the its deadlines. AACG makes no guarantee that every advertisement will be published on the date ordered. AACG shall not be liable for any consequential damages, whether or not foreseeable, that may occur because of an error in any advertisement, or any omission of a part or the whole of any advertisement.
12. AACG shall not be responsible for orders, cancellations, corrections, or copy given over the telephone, or by email or FAX. Written confirmation of any of the above must be received within sufficient time to allow AACG to implement the orders, cancellations, corrections, or copy.
13. AACG is a tax-exempt organization and under current IRS Guidelines will only accept advertising that is of educational value to its members. Accordingly, advertisers should provide advertisements containing new pieces of work by recognized or emerging artists and information about upcoming events that will be of educational value to AACG's members. The net proceeds from advertisements support the mission of the AACG, including its Grants Program.