



California Art Education Association . 80 West Sierra Madre Boulevard #373 . Sierra Madre . California 91024 . 626-355-4839

Advertising Policies and Procedures

Sizes

1/8 page: 3.5625" x 2.44"
1/4 page: 3.5625" x 4.875"
1/2 page horizontal: 7.375" x 4.875"
1/2 page vertical: 3.5625" x 9.875"
Full page: 7.375" x 9.875"

Digital Layout File Requirements

Approved File Types: PDF, Illustrator, PSD or TIFF

Resolution Requirements: Files must be created at 300dpi at 100% scale

Color Mode: ALL files must be submitted in full color (please note that ads for the Fall printed issue of *The Painted Monkey* and the printed conference program MAY be printed in gray scale)

Fonts: For PDFs, embed all fonts at time of PDF creation; for Illustrator files, convert all fonts to outlines; for PSD/TIFF files, flatten artwork for final delivery.

Compatibility: All files must be compatible with Mac

Website Advertising Information

Display includes: Please include the name of your company/organization as you would like it to appear, a copy of your logo, the website address you would like us to use, and a short description of your company, organization or product (not to exceed 30 words).

Notes on Design and Content

All ads must be submitted as Camera Ready Art (CRA). CAEA is NOT liable for incorrect spelling or grammar in any published advertising creative material. All submissions will be published "as-is" with regard to spelling and grammar. Incorrectly sized ads will be returned to the advertiser for correction, or additional fees may be assessed if the advertiser elects to have CAEA staff perform resizing of the submitted material. Please review your work carefully prior to submission.

Ad Copy Due Dates

Winter *The Painted Monkey*: January 1
Spring *The Painted Monkey*: April 1
Fall *The Painted Monkey*: August 1
Conference Program: October 1
January-March Web: December 1
April-June Web: March 1
July-September Web: June 1
October-December Web: September 1

Cancellations

No cancellations will be accepted after camera-ready deadline.

Send Materials and correspondence to:

Linda Stevenson
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80 W. Sierra Madre Blvd. #373
Sierra Madre, CA 91024

P: 626-355-4839

E: membership@caea-arteducation.org

W: www.caea-arteducation.org/advertising