



2019

NATIONAL ARTS MARKETING PROJECT CONFERENCE Exhibiting and Advertising Prospectus



Miami, FL

November 16-18



The 2019 National Arts Marketing Project Conference and Preconferences will be held in Miami, FL at the Intercontinental Hotel from November 16-18. The NAMP Conference brings together more than 650 arts marketers from across the country to explore marketing strategy, audience development, digital branding, and smart technology. Connect with this engaged audience to promote your business, organization, or product!

Use this prospectus to choose from a variety of exhibitor types, onsite program advertisements, digital advertising options, and sponsorship opportunities. Each option provides a level of targeted visibility to our attendees, while also remaining budget-friendly. There's no better way to reach an engaged and well-connected group of arts marketers from across the country than at the National Arts Marketing Project Conference!

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

4 CURATED PACKAGE: Advertising across multiple touchpoints to reach NAMP Conference attendees

5 EXHIBITING

6 PRINT AND WEB: Onsite Program ads, NAMP Web advertising

7 EMAIL AND APP: Monthly NAMP newsletter, NAMP Conference App

8-13 CONTRACTS AND TERMS AND CONDITIONS

Our Attendees: Arts Marketing Professionals



TITLES

Marketing Directors
Executive and Managing Directors
Social Media and Digital Specialists



ORGANIZATIONS

Theaters
Symphonies
Other Performing Arts Organizations
Museums
Universities
Art Centers
Local Arts Agencies

What They're Looking For

EXPERTISE

Digital Advertising
Online Fundraising
Ticketing Solutions
Mobile Solutions
Creative Design & Production
Research

OUR EXHIBITORS

Consultants
Ticketing and CRM Platforms
Creative Agencies
Universities and Arts Administration Programs



NAMP Exhibiting and Advertising Package

November 16-18, Miami, FL

Reach communications and marketing decision-makers through multiple touchpoints before, during, and after this signature event! This package can be customized based on your organizations' goals.

Price: \$2,650

Contract Deadline: 8/23



TABLE TOP EXHIBIT

- Exhibit table in Centerstage from November 16-18
- 6' table with 2 chairs
- One complimentary registration
- Two discount registrations, \$300 each
- Attendee list PDF (name, title, and company)

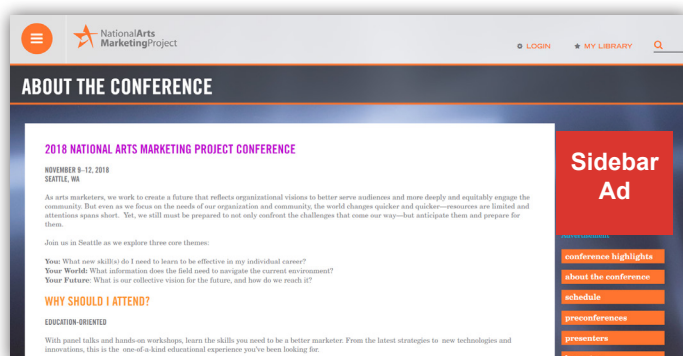
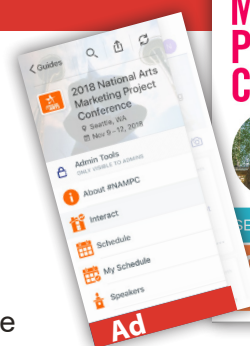
PRINT ADVERTISING

- Placement in NAMP onsite program
- Distributed to all NAMP conference attendees
- Half Page Ad 7.75" X 4.75"

APP ADVERTISING

- Banner ad in the NAMP conference app
- Oct. 18 - Nov 18, 2019, during and leading up to conference
- 4,200+ ad impressions
- Banner ad: 600 px x 110 px

Half Page
7.75" x 4.75"



WEB ADVERTISING

- Drupal 7 website (NAMP.AmericansForTheArts.org) promoted in Americans for the Arts emails and social media
- Placement on schedule and sessions pages
- Ads run on a monthly basis; limited availability
- 5,000+ avg. pageviews/month
- Sidebar ad: 276 px x 245 px

Events: National Arts Marketing Project Conference

Miami, FL
November 16-18, 2019

The NAMP Conference brings together more than 650 arts marketers from across the country to explore marketing strategy, audience development, digital branding, and smart technology. Connect with this engaged audience to promote your business, organization, or product.



TABLE TOP EXHIBIT

Standard benefits:

- One 6-foot skirted table with two chairs
- First-come, first-served choice of booth placement
- One complimentary registration
- Two discount registrations, \$300 each
- Program: company, URL and 35-word description
- Online: company, logo, URL and 35-word description
- Mobile app: company, URL and 35-word description
- Eblast: logo
- Attendee list PDF (name, title, company)

Main Conference: \$1,700

Final contract deadline: 10/3

Description, logo, URL deadline: 10/3

Power Pack! upgrade benefits: \$100

- Program: Twitter handle
- Online: hotlinked logo and URL
- Mobile app: hotlinked URL
- Eblast: hotlinked logo

**For more information, contact us at
exhibits@artsusa.org or call 202.371.2830**

SPONSORSHIP

Sponsorship opportunities include keynotes, preconferences, sessions, networking breaks, Guidebook event app, tote bags, lanyards, and more. View the NAMP Sponsorship Prospectus and the full list of options at artsmarketing.org/conference/sponsor-exhibit-advertise.

NAMP Program and Web Ads

Miami, FL
November 16-18, 2019

PROGRAM ADVERTISEMENT

- Placement in NAMP onsite program
- Distributed to all NAMP conference attendees

Half Page: \$800

Full Page: \$1,300

Inside Front: **SOLD** \$1,750

Inside Back: \$1,750

Back Cover: **SOLD** \$2,300

Contract deadline: 8/23

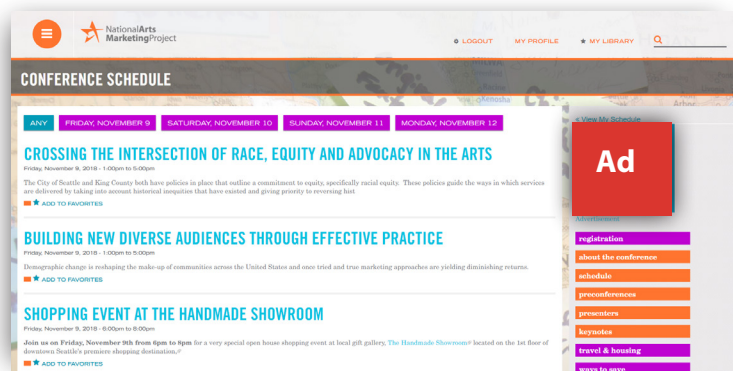
Artwork deadline*: 8/30

Half Page
7.75" x 4.75"

Full Page
8.5" x 11"



Reserve a table top exhibit and receive 10% off a program ad!



New Drupal 7 website with expanded arts marketing resources

WEB ADVERTISING

- Audience: arts marketers, communications professionals, arts leaders, and decision makers
- Website promoted in Americans for the Arts emails and social media
- 5,000 average pageviews/month
- Ads run on a per issue basis every month; limited availability

CONFERENCE WEB PACKAGE

- Placement across schedule and sessions pages

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

NAMP Email and App Ads

Miami, FL
November 16 - 18, 2019

EMAIL ADVERTISING

- Audience: arts marketers and communications professionals
- Content: Video and written marketing resources, trends, and upcoming customized workshops
- Circulation: 25,000
- Ads run on a per issue basis every month; limited availability

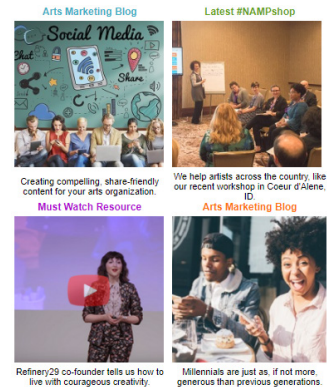
Banner Advertisement: \$300/issue
- 550 px x 100 px

Advertorial Stories: \$500/issue
- 100 words; optional image

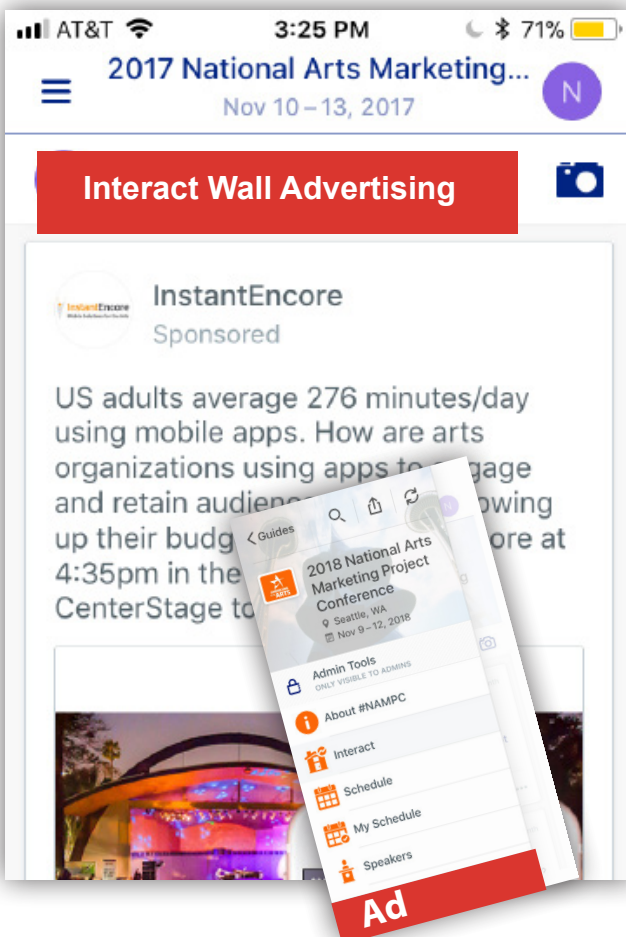


FOLLOW US ON TWITTER

get smarter



Banner Ad



APP ADVERTISING

- Connect with attendees through the NAMP Conference app, the go-to resource for all Conference news and updates.
- 3,000+ impressions

Banner Advertisement: \$200
- 600 px x 110 px
- Runs October 18 - November 18

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

2019 NAMP CONFERENCE

TABLE TOP EXHIBITING AND PACKAGE CONTRACT

Send this completed form to exhibits@artsusa.org or fax to Exhibits at 202.371.0424, and submit a 35-word company description and logo with this contract. View the *Terms and Conditions* on the following page. Final contract deadline for NAMP Package: **August 23** Final contract deadline for exhibiting: **October 3**.

Company Name: _____

Display Name (if different from above): _____

Mailing Address: _____

Website: _____ Twitter: _____

Contact Name: _____ Title: _____

Phone: _____ Email: _____

Table Top Exhibit type (choose one):

Full NAMP Package (Includes Exhibit Table, Print, Web and App Ads): **\$2,650**

Table-top Exhibit (November 16-18): \$1,700

Add-on benefits and discounts (optional; if applicable):

Power Pack! benefits: **\$100**

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 a table top exhibit at the 2019 National Arts Marketing Project Conference. We agree to abide by the terms and conditions set forth by Americans for the Arts on the following page.

Signature	Date
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This application is an offer to rent a table top exhibit space. 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
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NAMP CONFERENCE

EXHIBITING TERMS AND CONDITIONS

APPLICATION AND ELIGIBILITY: Application for table top space must be made on the printed form provided by Americans for the Arts, contain the information requested, and be executed by an individual who has authority to act for the applicant ("Exhibitor"). Organizations that are producers or suppliers of equipment and other products or services whose proposed exhibit will support the business of arts management and the purposes of the Convention, may apply for table top exhibit space. Americans for the Arts reserves the absolute right to reject any such application.

AGREEMENT TO CONDITIONS: Exhibitor agrees to abide by these Terms and Conditions. Exhibitor also shall be subject to any applicable rules of the hosting hotel.

ASSIGNMENT OF SPACE: Classification of table top exhibit and assignment of space will be determined by Americans for the Arts based upon the character of the proposed display, individual requirements, fire marshal approval and preferences as to the location of Exhibit. Once the space has been approved by Americans for the Arts no exhibit will be moved except by the mutual consent of the parties or reasons given by hotel and fire marshal.

PAYMENT: Full payment must accompany this application. All applications must be received by Americans for the Arts no later than October 3, 2019 for the NAMP Conference.

INSURANCE: The Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's indemnity obligations in this clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises. The Exhibitor understands that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

BOOTHS: Each table will be six feet in length equipped with a skirt and two chairs. If any additional equipment is needed it is the responsibility of Exhibitor to contract for and arrange payment for all related activities and services. Third party audio, visual, shipping and electrical order information will be made available by Americans for the Arts.

USABLE SPACE & LINE OF SIGHT AROUND TABLE TOP

EXHIBIT: Exhibitor will have one foot on either side of their table to accommodate separation between exhibitors. The total distance that is included with your table top space is 8'. If Exhibitor has large displays that could extend beyond their designated space, or block the line of sight to another neighboring exhibitor, contact Americans for the Arts staff before the conference. These items must be approved prior to set up in the exhibit hall. Any pop up banners, and items taller than 3' from the floor must remain behind the exhibit table and cannot exceed 8' in length, and 2' in depth. If the Exhibitor's display blocks other booths line of sight meaning an object on, or next to your table top block the visibility of other exhibitors tables, walkways or entrances, or any other elements of the Center Stage area, Americans for the Arts may ask that the display be moved.

ELECTRIC: Electricity must be requested and purchased in advance.

CARE OF SPACE: Exhibitor is responsible for maintaining and cleaning the table top exhibit space at their own expense.

PROTECTION OF SPACE: Nothing shall be nailed, tacked, screwed or otherwise attached to any building structure. If any damage occurs it is the responsibility of Exhibitor to pay for damages.

DEFAULT OCCUPANCY: If space is not occupied by the designated time, Americans for the Arts has the right to use the space as necessary and no refund will be granted to Exhibitor.

PERSONNEL: Table top exhibit personnel must confine their activities to their designated space. Personnel that are Conference attendees should make necessary arrangements to have their space covered when they deem necessary. Personnel are expected to act in a professional and respectful manner toward all persons. Any person determined by Americans for the Arts in its sole discretion to have engaged in objectionable conduct, including harassment or intimidation based on sex, race, religion, sexual orientation, or gender identity, may be removed from the display area and the Conference.

DISTRIBUTION OF PRINTED MATTER: Exhibitor shall not distribute materials or souvenirs outside of their exhibit space.

CONFLICTING MEETINGS & EVENTS: In the interest of the success of the Conference, Exhibitor shall not extend invitation, call meetings, or encourage absence of attendees during conference hours. Any activities being considered outside the exhibit hall require notification, and approval by Americans for the Arts.

NAMP CONFERENCE

EXHIBITING TERMS AND CONDITIONS CONTINUED

RIGHT TO REMOVE PROPERTY: Americans for the Arts reserves the right to remove from the hotel any and all property if Exhibitor violates any conditions of this agreement.

CANCELLATION: Cancellations received in writing by close of business on October 3, 2019 will receive a full refund less a \$100 processing fee. No refunds will be issued for cancellations after October 3, 2019.

COMPLIANCE WITH THE LAW: Exhibitor shall comply with all applicable governmental laws, regulations, and rules.

LIABILITY: Americans for the Arts makes no warranties, express or implied, and disclaims the same including, without limitation, warranties of merchantability and fitness for a particular purpose. Without limiting the foregoing, Americans for the Arts undertakes no duty to exercise care, nor does it assume any responsibility for the protection and safety of Exhibitor, its personnel, and its property used in connection to the table top exhibit, from injury or harm, including theft and damage or destruction by fire. Exhibitor should remove small and easily removed articles during non-peak convention hours. No security of goods will be provided by Americans for the Arts.

Americans for the Arts shall not be liable to Exhibitor in any respect for any claims, losses, expenses, injuries, or damages arising out of or related to the Conference or the exhibitor's participation in the Conference due to any act or omission of Americans for the Arts, or its employees or agents, or any third person, whether based on breach of contract or warranty, negligence or other tort, or strict liability, unless directly and solely caused by the gross negligence or willful misconduct of Americans for the Arts.

Notwithstanding any other provision in the application, including these terms and conditions, the maximum liability of Americans for the Arts to Exhibitor under any circumstances and with respect to any claim, whether arising in tort or contract, shall not exceed the amount paid by Exhibitor for the exhibit space, and recovery of such amount shall be Exhibitor's sole and exclusive legal remedy. Under no circumstances shall Americans for the Arts be liable to Exhibitor for any indirect, special, consequential, or punitive damages.

In no event shall Americans for the Arts be liable (a) for any loss of profits, depletion of goodwill and/or similar losses, or pure economic loss, or for any special, indirect or consequential loss, costs, damages, charges or expenses arising out of or in connection with any advertisement, or (b) for an amount greater than the amounts received by Americans for the Arts under this Advertising Agreement.

LIABILITY CONTINUED: Any claim against Americans for the Arts by Exhibitor not submitted to Americans for the Arts within thirty (30) days of the close of the Conference shall be forever waived, and no suit or action shall be brought against Americans for the Arts more than one (1) year after the Conference.

INDEMNIFICATION: Exhibitor shall indemnify and hold harmless Americans for the Arts, and the Conference space and their respective directors, employees, members, and affiliates, for any damage, expense (including attorneys' fees), fines, penalties, or loss incurred by, or imposed upon, any of the same on account of personal injury, death, or damage to or loss of property and arising out of the acts or omissions of Exhibitor, its principals, employees, contractors, or agents.

The foregoing shall not apply with respect to any liability, damage, or loss directly and solely caused by the gross negligence or willful misconduct of Americans for the Arts or other person seeking indemnification.

DISPUTE RESOLUTION: With respect to any dispute between the parties that cannot be resolved by them, the sole method of dispute resolution shall be arbitration under the auspices and pursuant to the rules of the American Arbitration Association, such arbitration to be filed and to take place in Washington, DC. District of Columbia law shall be applied without regard to conflicts of laws principles. Any award or decision may be submitted to a court of competent jurisdiction for enforcement.

ASSIGNMENT: The privileges granted to Exhibitor may not be assigned, nor may the table top exhibit space be sublet, by Exhibitor without express written permission of Americans for the Arts.

GENERAL: All matters and questions not covered by these Terms and Condition are subject to the decision of Americans for the Arts.

PHOTOGRAPHY, AUDIO, AND VIDEO CONSENT CLAUSE
Attendance or participation in Americans for the Arts (hereinafter referred to as AFTA) meetings and events or other activities constitutes an agreement by the registrant, exhibitor, attendee to AFTA's use and distribution (both now and in the future) of the registrant, exhibitor or attendee's image and voice in photographs, audio, video, electronic reproductions of such events and activities by AFTA and other third parties, including but not limited to the venue and local host.

2019 NAMP CONFERENCE PROGRAM ADVERTISING CONTRACT

Send this completed form to exhibits@artsusa.org or fax to Exhibits at 202.371.0424. View the *Terms and Conditions* and *Specifications Sheet* on the following pages. Contract deadline: **Friday, August 23**. Artwork deadline: **Friday, August 30**.

Company Name:

Display Name (if different from above):

Mailing Address: _____

Website: Twitter:

Contact Name: _____ Title: _____

Phone: _____ Email: _____

Program Advertisement type (choose one):

Half Page: \$800

Full Page: \$1,300

~~Inside Front Cover: \$1,750 SOLD OUT!~~

Inside Back Cover: **\$1,750**

~~Back Cover: \$2,500 SOLD OUT!~~

Discount (if applicable):

Program advertising with table top exhibit contract: **10% off**

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 advertisement in the 2019 NAMP Conference program. We agree to abide by the terms and conditions set forth by Americans for the Arts on the following pages.

Signature	Date
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This application is an offer to buy an advertisement in the program guide. 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
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PROGRAM 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.

SUBMITTING FILES: Contract deadline: **Friday, August 23, 2019**. Artwork deadline: **Friday, August 30, 2019**. See following page for advertising specifications.

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.

COLOR: Americans for the Arts cannot guarantee accurate color reproduction if an SWOP standard proof is not supplied.

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.

PAYMENT: Payment must be received by the deadline.

DISCOUNTS: Agency discounts are not applicable.

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 or outline fonts. The final trim size of the program is 8.5" x 11". 1/2 page ads do not bleed. Include .125" bleeds on every side for all full page ads with bleed (8.75" x 11.25").

SPACE RESERVATION DEADLINE:

August 23, 2019

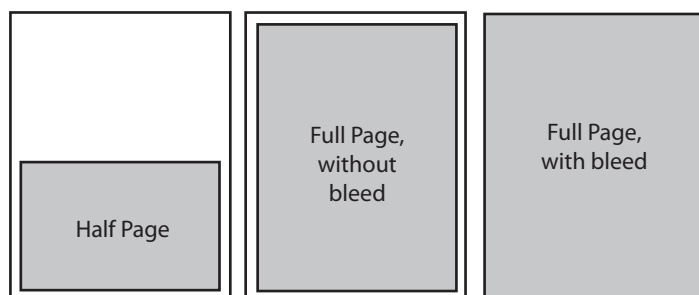
ARTWORK DEADLINE:

August 30, 2019

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

Space	Size	Color
Half page without bleed	7.75" x 4.75"	
Full page without bleed	7.75" x 9.5"	CMYK or CMYK equivalent, no RGB, Lab or Index color
Full page with bleed	Trim size: 8.5" x 11" Bleed size: 8.75" x 11.25"	



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.

NAMP DIGITAL 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):

Tools and Resources/Conference Web Package: \$450

Select Month(s):

Email Banner: \$300

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 NAMP website, e-newsletter 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 NAMP website, e-newsletter 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
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NAMP DIGITAL 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 namp.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**.



Americans for the Arts
1000 Vermont Avenue, NW 6th Floor
Washington, DC 20005
Telephone: 202.371.2830
Fax: 202.371.0424
exhibits@artsusa.org
www.AmericansForTheArts.org