

President:

Kathleen Rogers
artlver@hotmail.com

Treasurer:

Jane Leese
Phone: 626-345-9700
jleese@chandlerschool.org

Executive Secretary:

Faith Macneil
P.O. Box 28447,
Anaheim, CA 92809
membership@
caea-arteducation.org

Editor:

Matt Murray
editor@paintedmonkey.org

CAEA is a non-profit, professional organization dedicated to the advancement of art education at all levels in the state of California. CAEA's purposes are to increase public awareness regarding art education, develop and implement strategies for statewide arts advocacy, inform the membership about current issues in art education, recognize the achievements of art educators and students, advocate an art requirement for graduation from secondary schools, and assist the California State Department of Education with the development and implementation of curriculum materials. For more information about CAEA, visit: www.caea-arteducation.org

To: Advertisers

From: Jane Leese, CAEA Treasurer
jleese@chandlerschool.org
626-345-9700

Re: The Painted Monkey Advertising

Attached please find the advertising sizes and rates for the upcoming issues of The Painted Monkey along with a contract and additional information on placing ads.

CAEA publishes The Painted Monkey to provide a continuous flow of pertinent information regarding art education, including curriculum development and art ideas for the classroom. It contains book and audio/visual reviews and other data necessary to art education in California, plus news from school districts, the State Department of Education and the legislature.

This award winning publication keeps the membership current with everything "hot" in art education throughout the entire state of California. It's only natural that The Painted Monkey has become the most respected source of information for art educators in one of the wealthiest states in the country.

You can become part of The Painted Monkey and include your company in the 4 issues that will be published in 2008-09.

Please call or email me if you have questions.



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Advertising Rate Schedule

SIZE	RATE (each)
1/8 page (3.5625" x 2.44")	\$90.00
1/4 page (3.5625" x 4.875")	\$145.00
1/2 page horizontal (7.375" x 4.875")	\$240.00
1/2 page vertical (3.5625" x 9.875")	\$240.00
Full page (7.375" x 9.875")	\$425.00

Prepayment Discount

If 2 issues are prepaid, deduct 10%
If 3 issues are prepaid, deduct 12%
If 4 issues are prepaid, deduct 15%
(Full amount is due at first printing.)

Payment Information:

Please make checks payable to:
California Art Education Association

Mail payment to:
Jane Leese, CAEA Treasurer
2225 E. Orange Grove Blvd., Pasadena CA, 91104

Deadline Schedule:

ISSUE	ADVERTISING SUBMISSION DEADLINE
September	July 1st
January	December 1st
March	January 15th
May	March 1st

Acceptable Digital File Formats:

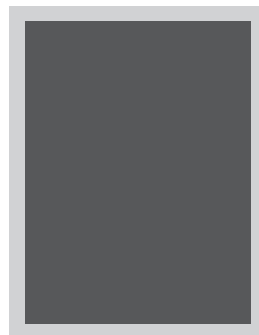
All advertising creative material must be submitted in PDF format. When creating your PDF, please ensure all images are high resolution and that all fonts are embedded.

Notes On Design And Content:

All ads must be submitted as Camera Ready Art (CRA), a term borrowed from the days before digital publishing. In other words, your ad layout must be built to the exact size stipulated in your media purchase agreement and all copy must be final. The Painted Monkey 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 The Painted Monkey staff perform resizing of the submitted material. Please review your work carefully prior to submission.

Technical Support:

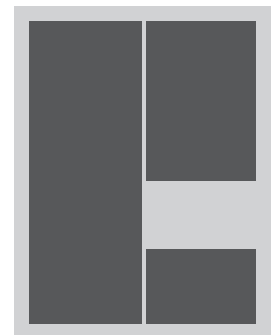
Please address all technical questions regarding file formats or submission guidelines to Matt Murray via email: editor@paintedmonkey.org.



Full pg. (7.375" x 9.875")



1/2 pg. horiz. (7.375" x 4.875")



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Advertising Contract & Space Reservation

Advertiser Information:

Company Name: _____

Attention: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Advertising Schedule

ISSUE	YEAR	SIZE	Description of Artwork (new, pickup, etc.)	RATE
January				\$
March				\$
May				\$
September				\$

Total for all ads: (for all issues indicated above) \$

Prepayment Discount

Total all ads: (\$ _____) - _____% (\$ _____) = \$ _____
Total Amount Due

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Signature _____ Date _____

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Mail this contract with payment to:
Jane Leese, CAEA Treasurer
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