



# ICfAD

INTERNATIONAL COUNCIL FOR ARTS DEANS  
A MULTI-NATIONAL ALLIANCE OF EXECUTIVE  
ARTS + DESIGN ADMINISTRATORS  
IN HIGHER EDUCATION

## Annual ICFAD Program Advertising Opportunity

The International Council of Fine Arts Deans (ICFAD) is a professional organization through which members share information and ideas that enhance the leadership of Deans and Associate Deans, Provosts and Associate Provosts, University Presidents, and other Arts Executives in Higher Education. Founded in 1964, the organization proudly serves members around the globe.

The collective buying power of the Arts Executives who compose the ICFAD membership is substantial. These leaders are responsible for specifying products and services and directing billions of dollars to a multitude of arts- and design-related products, services, and facilities. Our members represent the leading institutions of higher education for the visual, performing, and media arts.

### RATES

Full Page Ad \$1,250  
Half Page Ad \$900

Premium Positions:

Inside front cover \$1,750

Inside back cover \$1,750

Back cover \$2,000

First page of program book \$1,250

Page across from ~~SOLD~~ Table of Contents \$1,100

Center Spread  
(two pages in the center of the program) \$3,500

### AD SPECIFICATIONS

#### Full Page (with bleed):

Trim Size: 8.5 inches wide x 11.0 inches high

Bleed Size: 8.75 wide x 11.25 high (1/8" bleed)

Live Area: 7.75 wide x 10.25 high

**Book is spiral bound, so any type that is  
outside the live area may get cut off  
or punched during production.**

Full Page (no bleed): 7.75 wide x 10.25 high

Half Page: 7.75 wide x 5.0 high

**Please submit a high resolution pdf file.**

Name \_\_\_\_\_ Company \_\_\_\_\_

Billing Address (required) \_\_\_\_\_

City, State, Zip (required) \_\_\_\_\_

Phone \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Credit Card No. \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Amount to be charged \_\_\_\_\_

E-mail address where receipt should be sent when the card is charged \_\_\_\_\_

Signature \_\_\_\_\_

**I understand the artwork should be sent to the ICFAD office on or before July 31.  
My payment accompanies this insert request.**



7.75"

## Full Page Ad

Live Area  
7.75" wide x 10.25" high

***Book is 8.5" x 11" and spiral bound. Any content that is outside the live area may get cut off or punched during production.***

***Make sure all content that you don't want cut or punched is within the margins of the live area.***

Full page ads with bleed should be 8.75" x 11.25"  
Full page no bleed 7.75" x 10.25"

10.25"

Half Page ad: 7.75 wide x 5 high