



ICFAD

INTERNATIONAL COUNCIL
OF FINE ARTS DEANS

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, ICFAD is comprised of more than 400 arts deans throughout North America and around the world. ICFAD is the only organization focusing exclusively on issues that impact Arts Executives in Higher Education.

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-related products, services, and facilities. Our members represent the leading institutions of higher education for the visual, performing, and media arts.

Your message will reach several hundred institutions on a regular basis, as we promote our Conference, from the time of your advertising commitment through the October event.

Your company can share its marketing message about your products or services. Your institution can share information with other institutions about new degree programs, productions available, and more.

RATES

Full Page Ad \$1,000
Half Page Ad \$750

Premium Positions:

Inside front cover \$1,500

Inside back cover \$1,250

Back cover \$1,750

First page of program book \$1,250

Page across from the Table of Contents \$1,100

Centerspread
(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.





Annual ICFAD Program Advertising Opportunity

Yes! I would like to reserve space in the program book.

AD SIZE

- Full Page Ad \$1,000.00
- Half Page Ad \$750.00

Premium Positions:

- | | |
|---|--|
| <input type="checkbox"/> Inside front cover \$1,500 | <input type="checkbox"/> Page across from the Table of Contents \$1,100 |
| <input type="checkbox"/> Inside back cover \$1,250 | <input type="checkbox"/> Centerspread (two pages in the center of the program) \$3,500 |
| <input type="checkbox"/> Back cover \$1,750 | |
| <input type="checkbox"/> First page of program book \$1,250 | |

PAYMENT OPTIONS

- Check
- Credit Card

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.



Live Area
7.75 wide x 10.25 high

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

***Make Sure all type or images that you don't want cut or punch
are within the margins of the live area.***

Full page no bleed 7.75 wide x 10.25 high

Half Page ad: 7.75 wide x 5 high