



CALSPro Newsletter
Advertising Policies
and Agreement to
Advertise

CALSPro Headquarters
2520 Venture Oaks Way, Suite 150 • Sacramento, CA 95833
(916) 239-4065 - phone • (916) 924-7323 - fax
www.calspro.org • calspro@camgmt.com

AD SIZES AND RATES

Ad Size (WxH)		1x Rate	4x Rate
Full Page	(8½"x11")	\$200	\$150
¾ Page	(7½"x5½")	\$150	\$100
½ Page Horizontal	(7½"x4¾")	\$100	\$75
½ Page Vertical	(3½"x9½")	\$100	\$75
¼ page	(3½"x4¾")	\$60	\$50
Business Card	(3½"x2")	\$50	\$35

PLEASE NOTE: if the artwork you provide does not conform to the above specifications, we reserve the right to alter the ad to fit these dimensions.

Unless otherwise stated, ads for this publication may be **Black & White** ("Grayscale") only.

ARTWORK SPECIFICATIONS

Please submit ads digitally where possible (PC format, not Mac) either on CD, zip disk, floppy disk, or via E-mail. Such electronic submissions should be in EPS, TIF, or PDF format, including all fonts where applicable, and should be compatible with Adobe Photoshop, Illustrator, PageMaker, InDesign, or Acrobat. We will also accept camera-ready (printed) full-sized images suitable for scanning, at either 133 or 150 line screen. Please see above for specific ad sizes and dimensions. Artwork should be E-mailed to "Advertising c/o **CALSPRO**" at natalie@camgmt.com or mailed to:

Advertising c/o **CALSPRO**
2520 Venture Oaks Way
Suite 150
Sacramento, CA 95833

I will be submitting my ad:
Camera-ready by mail
Digitally on disc Via E-mail
I need assistance designing a new ad
(we will discuss design rates separately)

PAYMENT TERMS

Advertisers should send payment with ad contract. A frequency discount is given to those who agree in writing (ie. this signed contract) to advertise in every issue of the calendar year, or in an equal number of consecutive issues. If the written agreement is not fulfilled, the advertiser is liable for the one-time rate charges. Advertisers who submit an ad contract but fail to submit artwork by the publication deadline will be invoiced.

CONDITIONS

- Advertisers and advertising agencies are liable for all content (including text, representations, and illustrations) of advertisements and are responsible, without limitation, for any and all claims made thereof against the **CALSPRO** Newsletter, the association, its officers, agents, or vendors.
- No advertiser is guaranteed placement, but every attempt will be made to provide the desired position.
- Publisher reserves the right to revise, reject or omit any advertisement at any time without notice.
- CALSPRO** accepts no liability for its failure, for any cause, to insert advertisement.
- Publisher reserves the right to publish materials from a previous advertisement if new materials are not received by material deadline.
- The word "advertisement" will appear on any ad that resembles editorial material.
- Drawings, artwork and articles for reproduction are accepted only at the advertiser's risk and should be clearly marked to facilitate return.
- No verbal agreement altering the rates and/or terms of this rate card shall be recognized.
- All advertisements, layout and designs produced for the advertiser by **CALSPRO's** Graphic Staff will remain the property of **CALSPRO**.
- All requests for advertising must be in writing, in the form of this signed contract, for the protection of both the advertiser and **CALSPRO**.
- Once an order for advertising is placed, it cannot be withdrawn or cancelled in whole or in part.
- By signing this contract, advertiser agrees to pay in full for reserved space, even if the ad is not run due to lateness or absence of materials.

PLACING YOUR AD

To place an ad, complete the information below and mail or fax to: **CALSPRO**, 2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833 • (916) 924-7323 - fax. **CALSPRO** will not run your ad without this contract.

Name of Company/Organization Being Advertised: _____

Billing Contact: _____

Billing Address: _____

Phone: _____ Fax: _____ E-mail: _____

Agency or Advertising Representative (if different from above): _____

Phone: _____ Fax: _____ E-mail: _____

Person to Contact with Artwork-specific Questions (if different from above): _____

Phone: _____ Fax: _____ E-mail: _____

I agree to place a _____ size ad in the following issue(s), and to be billed at a rate of \$ _____ per issue: (note: The multiple-issue rate can apply to any consecutive series of issues starting at any point in the year. If you choose the multi-issue rate, please number your first issue "#1" below, and the other issues as they occur chronologically. See condition #5, above.)

Material Deadlines: _____ Spring '16 _____ Summer '16 _____ Fall '16 _____ Winter '16
1/23/16 **4/24/16** **7/24/16** **11/6/16**

METHOD OF PAYMENT

Please check one:
 Send me an Invoice Enclosed is check # _____ Charge my Credit Card MC* Visa* In the amount of \$ _____
 Card #: _____ Expiration Date: _____
 Print Cardholder's Name: _____ Signature: _____
 Cardholder's Billing Address: _____

*We accept MasterCard, Visa and AMEX.