

# advertising



The California Association of Life Safety and Fire Equipment (CALSAFE) is pleased to announce our new advertising program for 2017. Your organization will be able to efficiently maximize your marketing dollars through CALSAFE's uniquely targeted advertising program that offers exposure through our quarterly newsletters, our website and at our Annual Meeting.

## AD SPECIFICATIONS

### PRINT ADS

### Size (W x L)

- Full page**  
(no bleed-print size) ..... 8.5" x 11"  
(artwork with 0.25" bleed) ..... 9" x 11.5"
- 1/2 page**  
(horizontal) ..... 7.875" x 5"  
(vertical) ..... 3.8125" x 10.1875"
- 1/4 page**  
(vertical only) ..... 3.8125" x 5"
- 1/8 page or Business Card**  
(horizontal only) ..... 3.8125" x 2.375"

### WEBSITE

Square ..... 250px x 250px

- Artwork must match the dimensions shown.
- Print ads should be sent as a JPG or PDF file at 300dpi.
- Screen ads should be submitted as JPG files at 72dpi.

## PUBLICATION RATES

Ad Size	1 issue	4 issues
<input type="checkbox"/> Full page (inside or back)	\$125	\$400
<input type="checkbox"/> 1/2 page	\$65	\$220
<input type="checkbox"/> 1/4 page	\$55	\$180
<input type="checkbox"/> 1/8 page	\$45	\$140
<input type="checkbox"/> Business Card	\$35	\$100

**Issues** (Select issue(s) below - closing date is one month prior to publication date.)

- March  June  September  December

### Website Square

\$150 Per Quarter (Select Quarter(s) below.)

- Dec 1/Mar 1  Mar 1/Jun 1  Jun 1/Sept 1  Sept 1/Dec 1

**Please submit payment, contract and artwork to:**

Debbe Dreher  
DebbeD@4arc.com  
(916) 932-2200

950 Glenn Drive, Suite 150 • Folsom, CA 95630

*This is a legally binding contract. In signing, the advertiser agrees to abide by the contract and fulfill their obligation to pay CALSAFE for all insertions on this contract. Payment must be received no later than one week after artwork deadline; payable to CALSAFE, and sent to Debbe Dreher, CALSAFE. There are no agency commissions. Proof of insertion will be provided to the advertiser. Publisher reserves the right to hold advertisers and their advertising agencies responsible for all charges and costs. The advertiser and advertising agency agree to indemnify and hold the publisher and their representatives harmless from any liability by reason of the content of the advertising herein contracted for, including both text and illustration in addition to delays in delivery and/or non-delivery. Artwork changes will be accepted until the closing date; thereafter, previous artwork will be inserted. All advertising is subject to the publisher's approval. If more or fewer ads are used than specified in this order, adjustments will be made based on the current rates. No cash refunds will be made. Forwarding of an order is acceptance of all rates and conditions in effect at the time of receipt of the order.*

## CALSAFE Newsletter & Website Advertising



Agreed to by: Advertiser \_\_\_\_\_

Contact \_\_\_\_\_

Signature \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (        ) \_\_\_\_\_

E-Mail \_\_\_\_\_

Website \_\_\_\_\_

Accepted by \_\_\_\_\_ (for CALSAFE)