

advertising



The California Association of Life Safety and Fire Equipment (CALSAFE) is pleased to announce our new advertising program for the current year. 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 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"

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

Please submit payment, contract and artwork to:

Tracy Brown
Tracyb@4arc.com • (916) 932-2200
3620 American River Drive, Suite 230
Sacramento, CA 95864

PUBLICATION RATES

Ad Size

1 issue

4 issues

☐ Back Cover (Subject to availability)	\$175	\$600
☐ Full page (Inside pages)	\$125	\$400
☐ 1/2 page	\$65	\$220
☐ 1/4 page	\$55	\$180
☐ 1/8 page	\$45	\$140
☐ Business Card	\$35	\$100

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

- | | |
|---------------------------------------|---------------------------------------|
| ☐ Vol 1 - 2026 | ☐ Vol 3 - 2026 |
| ☐ Vol 2 - 2026 | ☐ Vol 4 - 2026 |

Artwork Deadline

- Vol 1 - 2026 - March 27, 2026
Vol 2 - 2026 - June 19, 2026
Vol 3 - 2026 - September 18, 2026
Vol 4 - 2026 - November 20, 2026

Online Payment

<http://tinyurl.com/5n97w3p7>

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 Tracy Brown, 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 Advertising



Agreed to by: Advertiser _____

Contact _____

Signature _____

Billing Address _____

City _____ State _____ Zip _____

Phone () _____

E-Mail _____

Website _____

Accepted by _____ (for CALSAFE)