

# Signage Matters



News from the Visual Communications Community of the California Sign Association

## Reach the Best of the California Sign Industry! Advertise with the California Sign Association!

The California Sign Association represents California's sign industry professionals, including manufacturers, installers, suppliers and users of signage and visual communications media. Our publications are referenced by over 2,500 professionals representing all levels of management involved in the on-premise sign industry. Our decision-makers include owners and managers of companies that specialize in the design, manufacture and installation of on-premise signs.

*Signage Matters* is published and delivered to our members and prospective members eight times per year. It is viewed as a vital communications tool that reports on the relevant day-to-day activities of the association, and includes educational articles, seminar announcements and government relations information considered essential to the sign industry.

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### Member Rates

Ad Size	1 run	3 runs	Per Issue	8 runs	Per Issue
Full	\$650	\$1,755	\$585	\$4,160	\$520
Half	\$450	\$1,215	\$405	\$2,880	\$360
Quarter	\$300	\$810	\$270	\$1,920	\$240

### Non-Member Rates

Ad Size	1 run	3 runs	Per Issue	8 runs	Per Issue
Full	\$900	\$2,430	\$810	\$5,760	\$720
Half	\$600	\$1,620	\$540	\$3,840	\$480
Quarter	\$400	\$1,080	\$360	\$2,560	\$320

### Ad Specifications

Full Page ..... 8" w by 10.375" h  
Half Page Vertical ..... 4" w x 10.375" h  
Half Page Horizontal ..... 8" w x 5.25" h  
Quarter Page Vertical ..... 4" w x 5" h  
Quarter Page Horizontal ..... 8" w x 2.625" h

*Please send ad artwork as high resolution (300 dpi) EPS, PDF or JPEG files to Lyndaw@calsign.org. All fonts, images/scans/logos/artwork must be embedded. All artwork must be in high resolution (300 dpi) Do not submit ads in Word, Publisher or PowerPoint.*

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