



California Sign Association

membership directory

Application For Advertising

2010 Membership Directory

Deadline Friday, November 6, 2009

Our *Annual Membership Directory* is a valuable tool and membership benefit. It delivers information about Association programs, detailed listings of members and other industry information. The Directory is cited as our most referenced publication by members when searching for vendors.

The *2010 Membership Directory* will contain the 2010 Officers and Directors, Committee Chairs, CSA Declaration of Policy, List of Accomplishments, Calendar of Events and Membership Listings. It will be spiral bound and will feature a heavy card stock cover.

CSA prints and distributes over 600 Directories to current and prospective Members, Affiliated Sign Associations and other interested parties. The Directory will also be posted on our Web site at www.calsign.org. Distribution is set for January 1, 2010.

Special Promotion — Free Powerline Advertising!

Reserve a full page, full color ad or better in the *2010 Membership Directory*, and receive your choice of: a free full page ad for 1 issue, a free 1/2-page ad for 2 issues or a free 1/3-page ad for 3 issues in *Powerline*.

2010 Membership Directory Advertising Rates

Ad Size (spec sizes, w x h)	Color	B/W
<input type="checkbox"/> Two page spread	\$2,000*	n/a
(full color only, with bleed: 17.5" x 11.5"; no bleed: 7.65" x 10.15" each page)		
<input type="checkbox"/> Outside back cover	\$1,650*	n/a
(full color only, with bleed: 9" x 11.5"; no bleed: 7.65" x 10.15")		
<input type="checkbox"/> Inside front cover	\$1,650*	n/a
(full color only, with bleed: 9" x 11.5"; no bleed: 7.65" x 10.15")		
<input type="checkbox"/> Inside back cover	\$1,650*	n/a
(full color only, with bleed: 9" x 11.5"; no bleed: 7.65" x 10.15")		
<input type="checkbox"/> Full Page - Full Color	\$1,100*	n/a
(with bleed: 9" x 11.5"; no bleed: 7.65" x 10.15")		
<input type="checkbox"/> Full Page - Black/White	n/a	\$850
(no bleed available: 7.65" x 10.15")		
<input type="checkbox"/> Half Page (horizontal only, 7.65" x 4.925")	\$725	\$350
<input type="checkbox"/> Quarter Page (horizontal only, 7.65" x 2.325"	\$400	\$175
<input type="checkbox"/> Business Card (horizontal only, 2" x 3.5")	\$325	\$125

*Eligible for free Powerline ad, as per Special Promotion described above

Art Specifications

Publication Trim Size: 8 1/2" x 11". Minimum resolution accepted is 300 dpi. FONTS MUST BE EMBEDDED. File format preferred: high-resolution PDF with crop and bleed marks where applicable. We also accept high-resolution art in the following formats: JPG, TIFF, EPS. Do not submit ads in Word, Publisher or PowerPoint. You may email your high-resolution artwork to stephanie@calsign.org. For file sizes above 5 MB, contact Stephanie for ftp site upload instructions.

Please remit application, ad and payment no later than Friday, November 6, 2009 to:

Email: stephanie@calsign.org • Fax: (916) 932-2209

California Sign Association, Directory Publication, P.O. Box 276567, Sacramento, CA 95827-6567

Payment Information

Advertisement Size _____ Total Amount Due \$ _____

Company Name _____

Contact Name _____

Contact Email Address _____

Contact Phone # _____

For Accounting Use Only:
4540-000-02

Method of Payment

VISA MasterCard American Express Check enclosed # _____

Cardholder's Name _____ V-Code _____

Credit Card Number _____ Exp. Date _____

Billing Address _____

Cardholder's Signature _____ Date _____

Questions? Please contact the California Sign Association or visit www.calsign.org.
(916) 932-0021 • (916) 932-2209 fax • info@calsign.org