



California Sign Association

powerline advertising

Application For Advertising

2009-2010 Powerline

The Association's Monthly Newsletter

Our monthly newsletter, *Powerline*, is a vital communications tool that reports on the relevant activities of the Association. *Powerline* features educational & technical articles, seminar & event announcements, as well as industry-essential local & State government reports.

Powerline boasts a readership of more than 2,500. While *Powerline* is distributed monthly to our membership, frequently our mailing list is expanded to include all California licensed contractors holding a C45 (Electrical Sign Contractor), D03 (Awning Contractor) or D42 (Sign Installation Contractor) license. Be sure to check our *Media Guide* for the current Editorial Calendar or contact the CSA office.

Powerline is a two-color publication, black and CSA blue (PMS Reflex Blue). Use of the blue can be specified at no additional charge. Advertising in *Powerline* is open to members and nonmembers—however, our members enjoy a considerable rate discount.

2009-2010 Powerline Advertising Rates

Ad Size (spec sizes, w x h)	Member	Nonmember
Full page (7.5" x 9.5", no bleed; 9" x 11.5", with bleed)		
<input type="checkbox"/> Single issue.....	\$175	\$350
<input type="checkbox"/> 3 issues.....	\$475	\$950
<input type="checkbox"/> 6 issues.....	\$875	\$1,750
<input type="checkbox"/> 12 issues.....	\$1,725	\$3,400
2/3 Page (no bleed; dimensions: 4.92" x 9.5", 7.5" x 6.33")		
<input type="checkbox"/> Single issue.....	\$145	\$270
<input type="checkbox"/> 3 issues.....	\$375	\$750
<input type="checkbox"/> 6 issues.....	\$695	\$1,400
<input type="checkbox"/> 12 issues.....	\$1,395	\$2,800
1/2 Page (no bleed; dimensions: 7.5" x 4.625")		
<input type="checkbox"/> Single issue.....	\$95	\$190
<input type="checkbox"/> 3 issues.....	\$260	\$525
<input type="checkbox"/> 6 issues.....	\$495	\$1,000
<input type="checkbox"/> 12 issues.....	\$965	\$1,925
1/3 Page (no bleed; dimensions: 2.33" x 4.625", 4.92" x 2.33")		
<input type="checkbox"/> Single issue.....	\$75	\$150
<input type="checkbox"/> 3 issues.....	\$200	\$400
<input type="checkbox"/> 6 issues.....	\$325	\$650
<input type="checkbox"/> 12 issues.....	\$575	\$1,150

Art Specifications — Deadline: The first of the month prior to the issue.

Publication Trim Size: 8½" 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. If incorporating use of PMS Reflex Blue, vector-based file format REQUIRED. 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 via email to: stephanie@calsign.org

Payment Information

Ad Size & Run Length _____ Total Amount Due \$ _____

Company Name _____

Contact Name _____

Contact Email Address _____

Contact Phone # _____

For Accounting Use Only:
4550-000-02

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.

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