

advertising



The California Association of Life Safety and Fire Equipment (CALSAFE) is pleased to announce our new advertising program for 2024. 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
<input type="checkbox"/> Back Cover (Subject to availability)	\$175	\$600
<input type="checkbox"/> Full page (Inside pages)	\$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.)

<input type="checkbox"/> Vol 1 - 2025	<input type="checkbox"/> Vol 3 - 2025
<input type="checkbox"/> Vol 2 - 2025	<input type="checkbox"/> Vol 4 - 2025

Artwork Deadline

- Vol 1 – 2025 – March 21, 2025
- Vol 2 – 2025 – June 20, 2025
- Vol 3 – 2025 – September 19, 2025
- Vol 4 – 2025 – November 21, 2025

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)