CALIFORNIA AMBULANCE ASSOCIATION

CAA Magazine Advertising
Policies & Agreement to Advertise

CAA Headquarters
2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833
(916) 239-4095 - phone • (916) 924-7323 - fax
www.the-caa.org • info@the-caa.org

Unless otherwise stated, ads for this publication will be printed in Full Color.

AD SIZES AND RATES

Ad Size (WxH)		1x Rate	4x Rate
2 Page Spread	(16"x9⅛")	$1,000	$900
Full Page	(8½"x11")	$750	$675
⅔ Page	(5"x10")	$450	$405
½ Page Horizontal	(7¼"x4½")	$400	$360
½ Page Vertical	(3½"x9¼")	$400	$360
¼ page	(3½"x4¼")	$200	$180
Business Card	(3½"x2¼")	$150	$135

PLEASE NOTE: if the artwork you provide does not conform to the above specifications, we reserve the right to alter the ad to fit these dimensions.

ARTWORK SPECIFICATIONS

Please submit ads digitally where possible (PC format, not Mac) either on CD, or via E-mail. Such electronic submissions should be in EPS, TIF, or PDF format, including all fonts where applicable, and should be compatible with Adobe Photoshop, Illustrator, PageMaker, InDesign, or Acrobat. We will also accept camera-ready (printed) full-sized images suitable for scanning, at either 133 or 150 line screen. Please see above for specific ad sizes and dimensions. Artwork should be E-mailed to "Advertising c/o **CAA**" at *info@the-caa.org* or mailed to:

Advertising c/o **CAA**
2520 Venture Oaks Way
Suite 150
Sacramento, CA 95833

I will be submitting my ad:
- ❑ **Camera-ready by mail**
- ❑ **Digitally on disc** ❑ **Via E-mail**
- ❑ **I need assistance designing a new ad (we will discuss design rates separately)**

PAYMENT TERMS

Advertisers are billed after their ad appears. A frequency discount is given to those who agree in writing (ie. this signed contract) to advertise in every issue of the calendar year, or in an equal number of consecutive issues. If the written agreement is not fulfilled, the advertiser is liable for the one-time rate charges. Advertisers who submit an ad contract but fail to submit artwork by the publication deadline will be invoiced.

CONDITIONS

1. Advertisers and advertising agencies are liable for all content (including text, representations, and illustrations) of advertisements and are responsible, without limitation, for any and all claims made thereof against **The Siren,** the association, its officers, agents, or vendors.
2. No advertiser is guaranteed placement, but every attempt will be made to provide the desired position.
3. Publisher reserves the right to revise, reject or omit any advertisement at any time without notice.
4. **CAA** accepts no liability for its failure, for any cause, to insert advertisement.
5. Publisher reserves the right to publish materials from a previous advertisement if new materials are not received by material deadline.
6. The word "advertisement" will appear on any ad that resembles editorial material.
7. Drawings, artwork and articles for reproduction are accepted only at the advertiser's risk and should be clearly marked to facilitate return.
8. No verbal agreement altering the rates and/or terms of this rate card shall be recognized.
9. All advertisements, layout and designs produced for the advertiser by **CAA's** Graphic Staff will remain the property of **CAA**.
10. All requests for advertising must be in writing, in the form of this signed contract, for the protection of both the advertiser and **CAA**.
11. Once an order for advertising is placed, it cannot be withdrawn or cancelled in whole or in part.
12. By signing this contract, advertiser agrees to pay in full for reserved space, even if the ad is not run due to lateness or absence of materials.

PLACING YOUR AD

To place an ad, complete the information below and mail or fax to: **CAA**, 2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833 • (916) 924-7323 - fax. **CAA** will not run your ad without this contract.

Name of Company/Organization Being Advertised: _____

Billing Contact: _____

Billing Address: _____

Phone: _____ Fax: _____ E-mail: _____

Agency or Advertising Representative (if different from above): _____

Phone: _____ Fax: _____ E-mail: _____

Person to Contact with Artwork-specific Questions (if different from above): _____

Phone: _____ Fax: _____ E-mail: _____

I agree to place a _____size ad in the following issue(s), and to be billed at a rate of $_____ per issue: (note: The multiple-issue rate can apply to any consecutive series of issues starting at any point in the year. If you choose the multi-issue rate, please number your first issue "#1" below, and the other issues as they occur chronologically. See condition #5, above.)

Siren Editions: _____Winter Issue #1 _____Spring Issue #2 _____Summer Issue #3 _____Fall Issue #4

METHOD OF PAYMENT

Please check one:

❑ Send me an Invoice ❑ Enclosed is check #_____ ❑ Charge my Credit Card In the amount of $_____

Card #: _____ Expiration Date: _____

Print Cardholder's Name: _____ Signature: _____

Cardholder's Billing Address: _____

(rev. 4/10)