CEA Newsletter Advertising
Policies & Agreement to Advertise

CEA Headquarters
2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833
(916) 239-4075 - phone • (916) 924-7323 - fax
www.ceaescrow.org • natalie@camgmt.com

Unless otherwise stated, ads for this publication may be Black & White (“Grayscale”) or 2-Color (black & teal–PMS 315).

ARTWORK SPECIFICATIONS

Please submit ads digitally where possible (PC format, not Mac) either on CD, zip disk, fl oppy disk, 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 Natalie Sinclair “Advertising c/o CEA” at natalie@camgmt.com or mailed to:

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

PAYMENT TERMS

Ads are billed after their ad appears. A frequency discount is given to those who agree in writing (i.e. 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 CEA News, 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. CEA 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 CEA’s Graphic Staff will remain the property of CEA.

10. All requests for advertising must be in writing, in the form of this signed contract, for the protection of both the advertiser and CEA.

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, shall be recognized.

PLACING YOUR AD

To place an ad, complete the information below and mail or fax to: CEA, 2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833 • (916) 924-7323 - fax. CEA 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 multiple-issue rate, please number your first issue “#1” below, and the other issues as they occur chronologically. See condition #5, above.)

Jan/Feb/March 20 ____________ Apr/May/June ’20 ____________ July/Aug/Sept ’20 ____________ Oct/Nov/Dec ’20 ____________

Material Deadlines:
01/30/20 04/13/20 07/13/20 11/13/20

METHOD OF PAYMENT

Please check one:
Enclosed is check #__________  □ Charge my Credit Card  In the amount of $__________
Card #: ____________________________________________ Expiration Date: ____________
Print Cardholder’s Name: ____________________________ Signature: ____________________________
Cardholder’s Billing Address: ____________________________________________________________
Email Address ____________________________________________________________

AD SIZES AND RATES

<table>
<thead>
<tr>
<th>Ad Size (WxH)</th>
<th>1x Rate</th>
<th>4x Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover 8½”x11”</td>
<td>$950</td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover 8½”x11”</td>
<td>$800</td>
<td></td>
</tr>
<tr>
<td>Inside Back Cover 8½”x11”</td>
<td>$800</td>
<td></td>
</tr>
<tr>
<td>Full Page 8½”x11”</td>
<td>$875</td>
<td>$675</td>
</tr>
<tr>
<td>½ Page Horizontal 7¼”x4½”</td>
<td>$575</td>
<td>$400</td>
</tr>
<tr>
<td>½ Page Vertical 3½”x9¼”</td>
<td>$575</td>
<td>$400</td>
</tr>
<tr>
<td>¼ page 3½”x4¼”</td>
<td>$300</td>
<td>$200</td>
</tr>
<tr>
<td>Business Card 3½”x2¼”</td>
<td>$150</td>
<td>$100</td>
</tr>
<tr>
<td>Classified (text only)</td>
<td>(approx. 1”x3”)</td>
<td>$35/members &amp; $50/non-members</td>
</tr>
</tbody>
</table>

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.