

# California Groundwater Association

## **Reflections** Newsletter & E-Update Advertising Contract

Submit by the first day of the month for publication in that two-month cycle (For instance, submit material for March/April issue by March 1). *Reflections* is the CGA newsletter that is published four times per year by CGA. E-Updates are sent out generally twice a month.

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Ad Specifications & Rates:** Ads can be printed in 4 colors or black and white; please send hi-resolution (300 dpi) ad copy in a pdf file.

### 4 Color Ad Copy Rates (Color or B&W)

<u>Size</u>	<u>Dimensions</u>	<u>Yearly Rate (4 issues)</u>	<u>Single Issue Rate</u>
<input type="checkbox"/> Full Page	(8.375" x 11.125")	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$375
<input type="checkbox"/> Half Page	(7.125" x 4.875")	<input type="checkbox"/> \$750	<input type="checkbox"/> \$200
<input type="checkbox"/> Third Page	(4.694" x 4.75")	<input type="checkbox"/> \$500	<input type="checkbox"/> \$150
<input type="checkbox"/> Quarter Page	(3.475" x 4.75")	<input type="checkbox"/> \$375	<input type="checkbox"/> \$100
<input type="checkbox"/> Business Card	(2.000" x 3.50")	<input type="checkbox"/> \$150	<input type="checkbox"/> \$100

**Available Discounts:** Discounts are available for multiple ads purchased at one time for the year. **ADDITIONAL** discounts are available if you run an ad in one or more of the following State Newsletters – Minnesota, Montana, Michigan, or Illinois.

2 Ads in same State Newsletter – 5% | 3 Ads in same State Newsletter – 10%

Ads in 2<sup>nd</sup> State NL – 10% off each advertisement purchased.

### E-Update & Website Sponsorships – (E-Updates sent to approx. twice a month)

<u>Size</u>	<u>Dimensions</u>	<u>Yearly Rate (Approx 24)</u>	<u>Single Issue Rate</u>
<input type="checkbox"/> Logo	Shared with CGA	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$NA
<input type="checkbox"/> Logo w/Ad	Other location on E-Update	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$NA
<input type="checkbox"/> Logo	Other location on E-Update	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$NA

### Contract Duration:

### Issue(s) Print ad should appear in:

- Yearly Contract     Spring (March)     Summer (May)     Fall (Aug.)     Winter (Nov.)  
 Single Issue

### Payment:

Payment must be included to begin advertising unless prior arrangements have been made, and must be made by check, VISA or MasterCard.

**Amount:** \$ \_\_\_\_\_ **Check:**  Enclosed

**Credit Card:**  VISA     MasterCard

Card # \_\_\_\_\_

Expiration \_\_\_\_\_ 3 digit code \_\_\_\_\_

Signature \_\_\_\_\_

**Email** hi-resolution (300 dpi) ad copy in a pdf file to dschulenberg@groundh2o.org.

**Return this contract with payment to:**

**CGA** ♦ 1017 L Street PMB #312 Sacramento, CA 95814-3805 ♦ Fax 614-898-7786 ♦  
Questions? Call 916-231-2134