

RATE SHEET & SPECIFICATIONS

Member Rates - Per Insertion*							
Size	Column Inches	Black & White Ads			Full Color Ads		
		Single Insertion	4 Insertions	8 Insertions	Single Insertion	4 Insertions	8 Insertions
4 color - Back Cover (2/3 page)					n/a	460	425
4 color - Inside Front (full pg)					n/a	460	425
4 color - Inside Back (full pg)					n/a	425	385
Full page	30	310	275	260	390	345	325
2/3 page	20	235	195	185	295	245	230
1/2 page	15	195	160	145	245	200	180
1/3 page	10	145	120	110	185	150	140
1/4 page	8	125	105	95	155	130	120
1/6 page	5	85	75	70	105	95	85
3"	3	55	50	45			
Classified	1	Members: \$20/insertion Non-Members \$40/insertion					
Insert Flier - One-sided flier: \$310 plus \$.08 per copy, Two-sided flier: \$465 plus \$.08 per copy							

*NON-MEMBERS add 25% to existing ad rates

4-Color Ads

The cover includes 4-color ads which are accepted on a first come-first served basis. Current cover advertisers have first right of refusal. Interior full color ads may be available – check with Verna at (916) 601-1161 before ordering.

Large Circulation Surcharge

June and Nov/Dec issues have a circulation of 1500. For one-time insertion for either the June or Nov/Dec issue, you will be charged a 25% surcharge. Does not apply to orders for four and eight insertions.

Cancellations

All Cancellations must be made in writing. No cancellations accepted after closing date.

Closing Date

Closing date for each issue is the 5th of the month preceding publication.

COMMISSIONS: 15% to recognized agencies (not accepted on member prices).

PAYMENT TERMS: Full payment must accompany order.

MATERIALS

COPY: MUST BE SUBMITTED ELECTRONICALLY AS PC COMPATIBLE FILES. Corel Draw 10 with fonts embedded or high resolution .jpg formats preferred. Pdf or eps files may also be accepted. If files do not run in a smooth fashion, you will be invoiced separately for production charges.

PRODUCTION CHARGES

If you are creating a new ad, or need to convert your current ad to an electronic format, we can have your ad prepared for you. Send us your ad copy and rough layout. Production charges for typesetting or file conversion will be invoiced separately by CalARVC. Rates above are for ad space only.

CIRCULATION & PRODUCTION SCHEDULE

Month	Circulation	Deadline
Jan/Feb	1500*	Dec. 5
Mar/April	800	March 5
May	800	May 5
June	800	June 5
July	1500*	July 5
August	800	Aug. 5
Sept./Oct.	800	Sept. 5
Nov./Dec.	800	Oct. 5

*Requires a 25% surcharge for single insertion orders..

Mechanical Requirements

Size	Width & Height
Full page	7¼" x 10"
2/3 page	4¾" x 10" or 7¼" x 7½"
1/2 page	4¾" x 7½" or 7¼" x 5"
1/3 page	2¼" x 10" or 4¾" x 5"
1/4 page	2¼" x 7½" or 4¾" x 3¾"
1/6 page	2¼" x 5" or 4¾" x 2½"
3"	2¼" x 3"