



California Downtown Association

2011 CALIFORNIA DOWNTOWN
NEWSLETTER ADVERTISING

1215 K Street, Suite 2290 Sacramento, CA 95814 p 916.231.2135 f 916.231.2141 www.californiadowntown.com

Thank you for your interest in advertising in the 2010 issues of the California Downtown Association newsletter. The newsletter is the California Downtown Association's quarterly electronic publication. This advertising form and the advertising file are due by the issue deadline listed below. Please fax or e-mail this form to Ashley Bradley, communications specialist, at ashley@californiadowntown.com.

Interested in advertising, but don't have a professional ad to use? Contact Ashley Bradley for a referral to a graphic designer who can work with you to create a professional ad for a very reasonable cost.

Advertising Options

Please check the issue(s) that the ad should be featured:

- Winter 2011 (Deadline: Jan. 10, 2011)
 Spring 2011 (Deadline: April 18, 2011)
 Summer 2011 (Deadline: July 18, 2011)
 Fall 2011 (Deadline: Oct. 10, 2011)

Advertising Sizes & Pricing

Business Card Size (3.5" x 2")	<input type="checkbox"/> \$200 (one issue) <input type="checkbox"/> \$320 (full year)	<ul style="list-style-type: none"> • Please send a high resolution (300 dpi) advertising file. All ads will be full color. Acceptable formats include PDF, JPG, and TIFF files. • <i>Please note:</i> this publication is distributed electronically, your ad will not appear in a printed newsletter. You must provide a link with your ad file that will allow readers to connect directly to your website.
Quarter Page (5" x 3.5")	<input type="checkbox"/> \$300 (one issue) <input type="checkbox"/> \$450 (full year)	
Half Page (7.5" x 5")	<input type="checkbox"/> \$450 (one issue) <input type="checkbox"/> \$800 (full year)	
Full page (7.5" x 10")	<input type="checkbox"/> \$650 (one issue) <input type="checkbox"/> \$1,200 (full year)	

- Ad is being sent with this form
 Ad will be sent separately (*Ad must be sent by the deadline*)

Contact Information

Member category: BID
 PBID
 Voluntary District
 Chamber of Commerce
 Public Agency
 Vendor/Consultant

Date of submission: _____ Contact person: _____

Organization name: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Website ad should link to: _____

Payment

Check made payable to California Downtown Association is enclosed
 Please send an invoice
(Payment is due within 30 days via credit card or check)

OR pay via credit card: _____ Full Billing Address: _____

Visa
 Mastercard
 Amex
 Discover

Card Number: _____ Security Code: _____

Signature: _____