

DISPLAY ADVERTISING RATES (NON-VENDOR MEMBER)

COLLECTOR'S INK

AD SIZE	PER ISSUE	2 ISSUES	5 ISSUES	6 ISSUES
BACK COVER <i>Preferred Placement</i> Color Only 8.5 x 11 (bleed: 9 x 11.5)	\$970	\$1,843 \$97 Savings!	\$3,492 \$388 Savings!	\$4,947 \$873 Savings!
INSIDE BACK COVER <i>Preferred Placement</i> Color Only 8.5 x 11 (bleed: 9 x 11.5)	\$915	\$1,739 \$91 Savings!	\$3,294 \$366 Savings!	\$4,667 \$823 Savings!
2-PAGE CENTER SPREAD <i>Preferred Placement</i> Black & White or Color (Price does not include color) 17 x 11 (bleed: 17.5 x 11.5)	\$1,125	\$2,138 \$112 Savings!	\$4,050 \$450 Savings!	\$5,738 \$1,012 Savings!
2-PAGES FACING <i>Preferred Placement</i> Black & White or Color (Price does not include color) 17 x 11 (bleed: 17.5 x 11.5)	\$1,050	\$1,995 \$105 Savings!	\$3,780 \$420 Savings!	\$5,355 \$945 Savings!
INSIDE FRONT COVER <i>Preferred Placement</i> Color Only 8.5 x 11 (bleed: 9 x 11.5)	\$970	\$1,843 \$97 Savings!	\$3,492 \$388 Savings!	\$4,947 \$873 Savings!
FULL PAGE Black & White or Color (Price does not include color) 8.5 x 11 (bleed: 9 x 11.5)	\$450	\$855 \$45 Savings!	\$1,620 \$180 Savings!	\$2,295 \$405 Savings!
HALF PAGE Black & White 7.5 x 4.5 (Horizontal)	\$275	\$523 \$27 Savings!	\$990 \$110 Savings!	\$1,403 \$247 Savings!

COLOR CHARGE

Color is available for any full page advertisement. An additional \$350.00 per 8.5 x 11 per issue will be added to the black and white prices listed above.

VENDOR MEMBERS

Advertising is included with vendor membership. CAC vendors receive an additional 25% discount on any additional advertising or color purchased. See vendor member advertising rates.



DISPLAY ADVERTISING CONTRACT (NON-VENDOR MEMBER)

COMPANY INFORMATION (please type or print)

Company Name: _____ Company Website: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name/Title: _____

Phone: _____ Fax: _____ Email: _____

Brief description of business as it relates to the collections industry: _____

ADVERTISING RATES

AD SIZE	PER ISSUE	2 ISSUES	4 ISSUES	6 ISSUES	COLOR	TOTAL:
BACK COVER (color only)	<input type="checkbox"/> \$970	<input type="checkbox"/> \$1,843	<input type="checkbox"/> \$3,492	<input type="checkbox"/> \$4,947	–	
INSIDE BACK COVER (color only)	<input type="checkbox"/> \$915	<input type="checkbox"/> \$1,739	<input type="checkbox"/> \$3,294	<input type="checkbox"/> \$4,667	–	
2-PAGE CENTER SPREAD	<input type="checkbox"/> \$1,125	<input type="checkbox"/> \$2,138	<input type="checkbox"/> \$4,050	<input type="checkbox"/> \$5,738	<input type="checkbox"/> \$700	
2-PAGES FACING	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$1,995	<input type="checkbox"/> \$3,780	<input type="checkbox"/> \$5,355	<input type="checkbox"/> \$700	
INSIDE FRONT COVER (color only)	<input type="checkbox"/> \$970	<input type="checkbox"/> \$1,843	<input type="checkbox"/> \$3,492	<input type="checkbox"/> \$4,947	–	
FULL PAGE*	<input type="checkbox"/> \$450	<input type="checkbox"/> \$855	<input type="checkbox"/> \$1,620	<input type="checkbox"/> \$2,295	<input type="checkbox"/> \$350	
HALF PAGE	<input type="checkbox"/> \$275	<input type="checkbox"/> \$523	<input type="checkbox"/> \$990	<input type="checkbox"/> \$1,403	–	

* Color is available for full page advertisements only.

Please begin running my ad in the _____ issue of *Collector's Ink*.

Continue to run the ad in the following months: _____

CONTRACT

This agreement is an annual contract from: _____ to _____ **GRAND TOTAL:** _____

Check Enclosed Visa Mastercard AMEX

Card Number: _____ Exp. Date: _____ Security Code: _____

Payment by credit card is your authorization for an additional 3% to be added to your payment of the "grand total" charged to the credit card.

Card Holder's Name: _____ Signature: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Advertiser Signature: _____ **Date:** _____

By signing this document, you agree to the terms and conditions that are set forth on the terms and conditions page.

CAC reserves the right to change, cancel or modify all or any part of this agreement. Unless noted, prices do not include additional printer costs for artwork modification.

Please mail payment and advertising contract to:
 California Association of Collectors, Inc.
 1455 Response Road, Suite 240
 Sacramento, CA 95815

Phone: (916) 929-2125
 Fax: (916) 929-7682
 Email: cac@calcollectors.net
 www.calcollectors.net

ADVERTISING SPECIFICATIONS & TERMS AND CONDITIONS

TERMS AND CONDITIONS & AD SPECIFICATIONS

WEBSITE ADVERTISING

Advertisers may run either a text ad containing a company logo OR company name (*whichever fits best*), 25 words of text or less and a short web url, or a 185 x 144 gif or jpeg graphic ad that has been optimized for the web. Advertisements rotate every eight seconds on the homepage. Email the graphic ad to cac@calcollectors.net.

CAC may change ad size, format and/or placement on CAC online at anytime. If this occurs, advertisers will be given 60-days notice to allow for submission of new ad files or cancellation.

If for any reason, the advertiser cancels its online ad prior to the ordered ad duration, no refund will be granted.

The advertiser warrants that he or she is authorized and entitled to advertise the business represented in the advertising and agrees to and hereby does indemnify and hold the Association harmless of and from any and all claims, damages or liability whatsoever arising out of or in any way caused by or connected with the printing or publication of the advertising.

COLLECTOR'S INK

All ads should be in digital form to avoid the possibility of additional charges from the printer and must be **full color (cmyk)**. **Preferred file formats are tiff, eps, pdf or jpeg, or InDesign publication and have a high resolution of 300 dpi or higher.** Please include all fonts and linked graphics, as well as an ad proof to ensure proper appearance.

The Association reserves the right to place the ad in *Collector's Ink* as necessary. No specific position is guaranteed in any issue, unless a "Preferred Placement/Upgrade" ad space has been purchased.

Vendor Members and advertisers will be billed for additional printer charges.

When advertising in "Collection Classifieds", only CAC members can advertise collection services. Classified advertisers must submit payment in full by the designated materials deadline prior to publication of any ads.

All advertisers who are not members of CAC must submit payment in full before any ads will run.

Digital artwork must be received by the 5th of the month preceding the issue in which the ad is run.

The advertiser warrants that he or she is authorized and entitled to advertise the business represented in the advertising and agrees to and hereby does indemnify and hold the Association harmless of and from any and all claims, damages or liability whatsoever arising out of or in any way caused by or connected with the printing or publication of the advertising.

VENDOR MEMBERS

This order shall constitute the entire contract between Vendor Member and the Association.

Annual contract entitles Vendor A and B to one ad in each issue. Six issues are printed annually.

Annual contract entitles Vendor C to three ads annually. Six issues are printed annually.

Advertising copy furnished by the Vendor Member must be approved by the Association and the printing thereof will constitute such approval.

The advertiser warrants that he or she is authorized and entitled to advertise the business represented in the advertising and agrees to and hereby does indemnify and hold the Association harmless of and from any and all claims, damages or liability whatsoever arising out of or in any way caused by or connected with the printing or publication of the advertising.