



**California Special
Districts Association**
Districts Stronger Together

2016 OPPORTUNITIES TO CONNECT

Connecting CSDA Business Affiliates with special district leaders.



**Connecting
CSDA Business
Affiliates with
special district
leaders.**



California Special Districts Association
Districts Stronger Together

Business Affiliate Membership
 helping businesses connect with special district leaders

Specialized Conferences
 small conferences encourage one-on-one networking in unique settings

Annual Conference
 sponsor and/or exhibit with our largest and most engaged audience

Magazine & Web
 most economical resource to influence the users and buyers of your products or services

Go for the Gold

Helping Businesses Connect with Special District Leaders

Gold members are acknowledged in every issue of *California Special District*!

Program Benefits	\$2500	\$1000	\$750
	Gold 	Silver 	Bronze 
Comprehensive listing in online Buyer's Guide including direct website link	✓	✓	✓
Comprehensive listing in annually printed Buyer's Guide	✓	✓	✓
Multiple subscriptions to CSDA's weekly <i>e-News</i> & bi-monthly magazine	✓	✓	✓
Multiple subscriptions to CSDA's listserv (online community)	✓	✓	✓
Discounts on advertising in <i>California Special District</i> bi-monthly magazine and CSDA website	✓	✓	✓
Discounted exhibit booth at CSDA's Annual Conference and Exhibitor Showcase	✓	✓	✓
Use of CSDA Business Affiliate logo on company marketing materials	✓	✓	✓
Invitations to participate in CSDA advisory committees	✓	✓	✓
Access to Members Only Section of CSDA website including Membership Directory	✓	✓	✓
Email notifications of open RFPs when posted to the CSDA website (based on services)	✓	✓	✓
Opportunities to contribute educational articles to CSDA <i>e-News</i> and magazine	✓	✓	
Complimentary use of CSDA's member mailing list upon request (doesn not include email)	✓	✓	
Invitation to attend the President's Reception with the Exhibitors at the Annual Conference	2	1	
Priority consideration for workshop and webinar presentations	✓	✓	
Complimentary registration to CSDA's Annual Conference and Exhibitor Showcase	1		
Complimentary registration for CSDA Webinars	1		
Listing in <i>California Special District</i> magazine Business Affiliate Directory (all issues)	✓		
Include marketing materials in CSDA's new member kit (requires CSDA approval)	✓		

For more information, contact Cathrine Lemaire, member services director, at cathrine@csda.net or 877-924-2732.
Enhanced Business Affiliate levels available.

Business Affiliates

1. Your Information

Name:		Title:	
Company:			
Address:			
City:		State:	Zip:
Phone:	Fax:	Email:	Website:

Services provided (please check **one** main category):

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> Accounting/Bookkeeping | <input type="checkbox"/> Construction/Engineering | <input type="checkbox"/> Human Resources/Staffing | <input type="checkbox"/> Purchasing |
| <input type="checkbox"/> Architecture/Design | <input type="checkbox"/> Consulting | <input type="checkbox"/> Risk Management | <input type="checkbox"/> Technology Solutions |
| <input type="checkbox"/> Banking | <input type="checkbox"/> Energy Solutions | <input type="checkbox"/> Legal Services | <input type="checkbox"/> Training/Education |
| <input type="checkbox"/> Benefits/Retirement | <input type="checkbox"/> Financing/Investments | <input type="checkbox"/> PR/Community Outreach | |

Other: _____

2. Select Level of Investment

Gold	Silver	Bronze
<input type="checkbox"/> \$2500 Comprehensive listing in online Buyer's Guide including direct website link Comprehensive listing in annually printed Buyer's Guide Multiple subscriptions to CSDA's weekly <i>e-News</i> & bimonthly magazine Multiple subscriptions to CSDA's listserv (online community) Discounts on advertising in <i>California Special District</i> magazine Discounted exhibit booth at CSDA's Annual Conference and Exhibitor Showcase Use of CSDA Business Affiliate logo on company marketing materials Invitations to participate in CSDA advisory committees Access to Members Only Section of CSDA website including Membership Directory Email notifications of open RFPs when posted to the CSDA website (based on services) Opportunities to contribute educational articles to CSDA <i>e-News</i> and magazine Complimentary use of CSDA's member mailing list upon request Invitation to attend the President's Reception with the Exhibitors at the Annual Conference Priority consideration for workshop and webinar presentations Registration to the Annual Conference and Exhibitor Showcase Complimentary registration for CSDA Webinars Listing in <i>California Special District</i> magazine Business Affiliate Directory Include marketing materials in CSDA's new member kit (requires CSDA approval)	<input type="checkbox"/> \$1000 Comprehensive listing in online Buyer's Guide including direct website link Comprehensive listing in annually printed Buyer's Guide Multiple subscriptions to CSDA's weekly <i>e-News</i> & bimonthly magazine Multiple subscriptions to CSDA's listserv (online community) Discounts on advertising in <i>California Special District</i> magazine Discounted exhibit booth at CSDA's Annual Conference and Exhibitor Showcase Use of CSDA Business Affiliate logo on company marketing materials Invitations to participate in CSDA advisory committees Access to Members Only Section of CSDA website including Membership Directory Email notifications of open RFPs when posted to the CSDA website (based on services) Opportunities to contribute educational articles to CSDA <i>e-News</i> and magazine Complimentary use of CSDA's member mailing list upon request Invitation to attend the President's Reception with the Exhibitors at the Annual Conference Priority consideration for workshop and webinar presentations	<input type="checkbox"/> \$750 Comprehensive listing in online Buyer's Guide including direct website link Comprehensive listing in annually printed Buyer's Guide Multiple subscriptions to CSDA's weekly <i>e-News</i> & bimonthly magazine Multiple subscriptions to CSDA's listserv (online community) Discounts on advertising in <i>California Special District</i> magazine Discounted exhibit booth at CSDA's Annual Conference and Exhibitor Showcase Use of CSDA Business Affiliate logo on company marketing materials Invitations to participate in CSDA advisory committees Access to Members Only Section of CSDA website including Membership Directory Email notifications of open RFPs when posted to the CSDA website (based on services)
		Total
		\$

3. Payment

- Check
 Visa
 MasterCard
 American Express
 Discover

Acct. name:		Acct. Number	
Billing Address:			
Expiration date:		Authorized Signature:	



**California Special
Districts Association**
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Business Affiliate Membership
helping businesses connect with
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small conferences encourage
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most economical resource to
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Specialized Conferences

Tailor your message and product to the
most appropriate audience.

Special District Leadership Academy Conference - Jan. 24-27, 2016 • La Quinta & July 10-13, 2016 • Napa

Special Districts Legislative Days - May 17-18, 2016 • Sacramento

General Manager Leadership Summit - June 12-14, 2016 • Lake Tahoe

CSDA's Special District Board Secretary / Clerk Conference - November 14-16, 2016 • Monterey

Take advantage of these targeted opportunities to network with special district leaders. Specialized training enables you to tailor your message and product to the most appropriate audience. Small conference sizes encourage one-on-one networking in unique settings.

All specialized conference sponsorships include: your logo on event website, pre-event publicity in the weekly CSDA *e-News*, ability to donate a prize to the raffle, tabletop display area for your promotional items, one conference registration including meals, your logo on event signage, special thank you from the stage, networking at two breakfast events, networking at evening reception(s) and post conference attendee list (electronic copy).

Event Opportunities

Reception Sponsor to include tabletop display, individual signage at sponsored reception, verbal acknowledgement at reception, and one additional reception invitation.

Luncheon Sponsor to include tabletop display, individual signage at luncheon, verbal acknowledgement from the stage immediately prior to lunch.

Breakfast Sponsor to include tabletop display, individual signage at event and verbal acknowledgement from the stage the morning of the sponsored breakfast.

Tabletop Display Only
SPECIAL Pricing: Members purchase tabletop sponsorships at ALL four specialized events and save \$200.

Save \$200
 Tabletop Displays at
 All Four Specialized
 Conferences

Specialized Conferences Sponsor

1. Your Information

Name/Title: _____

Company: _____

Address: _____

City: _____	State: _____	ZIP: _____
Phone: _____	Email: _____	

2. Conferences

Special District Leadership Academy Conference Jan. 24-27, 2016 • La Quinta July 10-13, 2016 • Napa

Reception Sponsor	Member <input type="checkbox"/> \$1750	Non-Member <input type="checkbox"/> \$1965	\$ _____
Luncheon Sponsor	Member <input type="checkbox"/> \$1250	Non-Member <input type="checkbox"/> \$1465	\$ _____
Breakfast Sponsor	Member <input type="checkbox"/> \$750	Non-Member <input type="checkbox"/> \$965	\$ _____
Tabletop Exhibitor Only	Member <input type="checkbox"/> \$425	Non-Member <input type="checkbox"/> \$640	\$ _____
Additional Tabletop Personnel	Member <input type="checkbox"/> \$325	Non-Member <input type="checkbox"/> \$490	\$ _____

Special Districts Legislative Days - May 17-18, 2016 • Sacramento

Luncheon Sponsor	Member <input type="checkbox"/> \$1000	Non-Member <input type="checkbox"/> \$1150	\$ _____
Breakfast Sponsor	Member <input type="checkbox"/> \$750	Non-Member <input type="checkbox"/> \$900	\$ _____
Tabletop Exhibitor Only	Member <input type="checkbox"/> \$300	Non-Member <input type="checkbox"/> \$450	\$ _____
Additional Tabletop Personnel	Member <input type="checkbox"/> \$225	Non-Member <input type="checkbox"/> \$340	\$ _____

General Manager Leadership Summit - June 12-14, 2016 • Lake Tahoe

Opening Reception Sponsor	Member <input type="checkbox"/> \$1750	Non-Member <input type="checkbox"/> \$2125	\$ _____
Luncheon Sponsor	Member <input type="checkbox"/> \$1250	Non-Member <input type="checkbox"/> \$1625	\$ _____
Breakfast Sponsor	Member <input type="checkbox"/> \$750	Non-Member <input type="checkbox"/> \$1075	\$ _____
Tabletop Exhibitor Only	Member <input type="checkbox"/> \$650	Non-Member <input type="checkbox"/> \$975	\$ _____
Additional Tabletop Personnel	Member <input type="checkbox"/> \$345	Non-Member <input type="checkbox"/> \$520	\$ _____
Host an appetizer tray at "Food & Wine Experience" Reception	Appetizer Tray <input type="checkbox"/> \$225		\$ _____

CSDA's Special District Board Secretary/Clerk Conference - November 14-16, 2016 • Monterey

Reception Sponsor	Member <input type="checkbox"/> \$1000	Non-Member <input type="checkbox"/> \$1215	\$ _____
Luncheon Sponsor	Member <input type="checkbox"/> \$750	Non-Member <input type="checkbox"/> \$965	\$ _____
Tabletop Exhibitor Only	Member <input type="checkbox"/> \$425	Non-Member <input type="checkbox"/> \$640	\$ _____
Additional Tabletop Personnel	Member <input type="checkbox"/> \$325	Non-Member <input type="checkbox"/> \$490	\$ _____

Additional Options

Business Affiliate Membership	<input type="checkbox"/> \$2500 <input type="checkbox"/> \$1000 <input type="checkbox"/> \$750	\$ _____
Four Tabletop Sponsorships (member price)	Member <input type="checkbox"/> \$1600 Non-Member <input type="checkbox"/> \$2505	\$ _____

Total

\$ _____

3. Payment

Check Visa MasterCard American Express Discover

Acct. name: _____	Acct. Number _____
Billing Address: _____	
Expiration date: _____	Authorized Signature: _____



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2016 Annual Conference & Exhibitor Showcase

“ Your team did a wonderful job with your Annual Conference!
**We were very pleased with the content
of the talks and the exposure to special
district staff.** Thank you again for everything.

*Rocky Martin, Business Development Manager
Digital Deployment, Inc.*

2016 CSDA Annual Conference & Exhibitor Showcase - October 10-13, 2016 • San Diego

The Leadership Conference for Special Districts

Don't miss this opportunity to develop new relationships, reconnect with existing clients and make valuable contacts. If you only pick one tradeshow to exhibit at this year, this should be it!

Who Should Exhibit?

Accountants, Architecture and Design Firms, Law Firms, Banks, Benefits/Retirement Companies, Computer Service Companies, Construction/Design and Planning Consultants, Engineering Firms, Energy Consultants and Suppliers, Environmental Consultants, Human Resources Consultants, Office Suppliers/Distributors, PR/Marketing Firms, Recruitment Advisors, Research Analysts, Software Distributors, Training Services, and other companies that provide products/services to districts

Exhibitor Booth

- Booth Space
- Draped wall with draped side rails
- An exhibitor identification sign
- Company listing on our conference mobile app
- Pre-show attendee list for your marketing use
- Two full conference registrations (including meals)
- Opportunity to host an appetizer or dessert tray at your booth during receptions
- A post-show mailing list of conference attendees
- Exhibitors are encouraged to attend keynote and education sessions

Exhibitor Terms & Conditions

ELIGIBLE EXHIBITS: Exhibition is restricted to companies that are in good standing with CSDA. CSDA reserves the right to determine the eligibility of any company or product for inclusion in the conference and reserve the right to reject, evict or prohibit any exhibit in whole or in part, or any exhibitor, or his/her representatives, with or without giving cause.

NON-ENDORSEMENT: CSDA does not in any way imply endorsement of any product or service of any exhibitor by entering into the exhibitor contract.

REFUNDS: CSDA will provide a refund of 50 percent of the booth rental fees if written notice is received on or before Friday, September 9, 2016. NO refunds issued after Friday, September 9, 2016. NO EXCEPTIONS.

SUBLETTING SPACE: Exhibitors may neither assign, sublet/apportion the whole or any part of space allotted without written approval of CSDA. Approval is subject to eligibility as described in Eligible Exhibits.

CANCELLATION: CSDA's performance, in whole or part, is subject to acts of God, war (whether declared or not) government regulation or advisory, disaster,

fire, earthquakes, accidents or other casualty, strikes or threats of strikes, civil disorder, acts or threats of terrorism, government retaliation against foreign enemies, curtailment of transportation services or facilities, the unavailability of the contracted facility, lodging or other necessary facilities, or other causes beyond CSDA's control making it illegal, impossible or commercially impracticable to hold the CSDA Annual Conference. CSDA shall immediately notify exhibitors in the event of termination.

HOLD HARMLESS: To the fullest extent permitted by law, exhibitors shall indemnify, defend and hold CSDA, its subsidiaries, and their officers, employees and agents, harmless from any and all liability that might ensue from any cause whatsoever associated with exhibitor's attendance at, exhibition and use of space at the CSDA Annual Conference.

BOOTH ASSIGNMENTS: Booths will be assigned by CSDA staff with requests in mind and in the best interest of the exhibition. Assignment of exhibit space shall be solely at the discretion of CSDA. There is no guarantee that requested spaces shall be assigned. Application for booth space must be made by mail or by fax with payment in full. Booths will not be reserved by phone.

EXHIBITOR BADGES: Companies exhibiting at Annual Conference are limited to two badges per booth space. Badges for additional personnel must be purchased.

EXHIBIT INSTALLATION/DISMANTLING: Union jurisdictions prevail over all set-up and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. Any installation of exhibits or displays that requires the use of hand tools, or more than one person, or longer than 30 minutes to install, shall be installed by union labor.

FIRE, SAFETY AND HEALTH: The exhibitor agrees to accept full responsibility for compliance with local, city, and state Fire, Safety, and Health Ordinances regarding the booth installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accidents.

INSURANCE: All exhibitors are responsible for supplying a certificate of insurance by Friday, September 9, 2016. The certificate must show that the exhibitor carries no less than \$500,000 of general liability insurance. It is strongly suggested exhibitors arrange all risk coverage.

Sponsorships available

Gain valuable name recognition and exposure by becoming a sponsor! We can create custom sponsorship packages to meet your marketing needs. Please contact Cathrine Lemaire, member services director, at cathrine@csda.net or toll-free at 877-924-2732.

Annual Conference Exhibitor

Your booth fee includes two (2) exhibitor name badges (including all meals and attendee activities)
Additional badges can be purchased for \$300/member or \$450/non-member.

1. Your Information (please print) All future correspondence will be sent to the person listed.

Key Contact:

Exhibiting Organization:

Address:

City:	State:	Zip:
Phone:	Email:	Website:

Booth Personnel

Primary:	Title:
Note: Additional booth personnel for \$300/member or \$450/non-member per person after the first two.	
2 nd :	Title:
3 rd :	Title:

Exhibitor Description (30 word or less company description, phone number and website for onsite guide. May attach separately)

Special Request (Please list requests for consideration in booth assignments (i.e. any companies you do not wish to be located next to, etc.)

Donate a Prize (CSDA encourages all exhibitors to donate a prize to be raffled off by CSDA.)

Yes, I will bring:

2. Exhibitor Opportunities

Booth Rates

Standard Booth	Member <input type="checkbox"/> \$790	Non-Member <input type="checkbox"/> \$1185	\$
Corner Booth	Member <input type="checkbox"/> \$1050	Non-Member <input type="checkbox"/> \$1575	\$
Additional Booth Personnel (after the first two)	<input type="checkbox"/> \$300/member x _____	<input type="checkbox"/> \$450/non-member x _____	\$

Additional Opportunities

Business Affiliate Membership	<input type="checkbox"/> \$2500	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$750	\$
Appetizer Tray at the President's Reception with the Exhibitors			<input type="checkbox"/> \$325	\$
Dessert Tray at Exhibit Hall Grand Finale			<input type="checkbox"/> \$325	\$
Total				\$

3. Payment (Terms and conditions: I have read and will abide by the terms and conditions on this form and in the explanation of exhibitor terms and conditions.)

Check Visa MasterCard American Express Discover

Acct. name:	Acct. Number
Billing Address:	
Expiration date:	Authorized Signature:
Yes, I agree to the exhibitor terms and conditions:	Signature:

MAIL – CSDA, 1112 I Street, Suite 200, Sacramento, CA 95814 or FAX – 916-442-7889 QUESTIONS? Call – 877-924-2732 Submission of application does not guarantee a booth assignment. All applications are subject to approval and based on availability. In order to ensure your booth information appears in printed materials, all information requested should be submitted no later than Friday, September 9, 2016. Cancellations: Any cancellation must be made in writing. If notification is received prior to Friday, September 9, 2016, CSDA will refund 50 percent of the amount paid. Cancellations made on or after September 9, 2016 will not be eligible for a refund.



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Magazine

Each issue of *California Special District* reaches more than **20,000 decision-makers**; the magazine is your most economical **resource to influence** the users and buyers of your products and services.

California Special District
CSDA's bi-monthly magazine

California Special District magazine, CSDA's bi-monthly, full-color publication, reaches a readership of over 20,000 special district decision-makers. It is the only magazine written specifically for an audience of special districts and is recognized as the leading publications for districts of all types.

Advertising in *California Special District* is one of the best ways to influence the users and buyers of your products and services. For a media kit with full information on *California Special District*, advertising specials, and themes and deadlines for 2016, contact Nicole Dunn, editor, at nicoled@csda.net or 877-924-2732.

Haven't seen *California Special District* magazine? Call 877-924-2732 to request a complimentary copy!

Advertising Rates

Note: Rates are CSDA Member-only rates. Non-members, add 10 percent.

B&W Ad Size	(1x)	(3x)	(6x)
Spread	\$2000	\$1700	\$1400
Full page	\$1200	\$1000	\$800
2/3 page	\$1000	\$800	\$700
1/2 page	\$800	\$700	\$600
1/3 page	\$700	\$600	\$500
1/4 page	\$600	\$500	\$400

Four Color Ad Size	(1x)	(3x)	(6x)*
Spread	\$2400	\$2100	\$1800
Full page	\$1600	\$1400	\$1200
2/3 page	\$1400	\$1200	\$1100
1/2 page	\$1000	\$900	\$800
1/3 page	\$900	\$800	\$700
1/4 page	\$800	\$700	\$600

Business Directory \$700/year (6 consecutive issues)
NOTE: Color option is available at \$100 per insertion for "Business Directory" ads.

For rates and information on covers and premium positions, contact Nicole Dunn, editor, at nicoled@csda.net or 877.924.2732.

Magazine Advertising

Free Ads

Advertise in 6-issues (1/4 page or larger) over a 12 month period and receive a FREE ad in the Business Directory for 1-year! A \$700 value!

1. Your Information

Agreed to by: Advertiser: _____

Contact: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____ Website: _____

Signature: _____

2. Advertising Rates

*2016 Special Offer

Free ads! Advertise in 6-issues (1/4 page or larger) over a 12 month period and receive FREE ads in the Business Directory for 1-year! — A \$700 value! (Free Directory ads must be placed within the term of the advertising contract.)

Black and White

Ad Size	(1x)	(3x)	(6x)*
Spread	\$2000	\$1700	\$1400
Full page	\$1200	\$1000	\$800
2/3 page	\$1000	\$800	\$700
1/2 page	\$800	\$700	\$600
1/3 page	\$700	\$600	\$500
1/4 page	\$600	\$500	\$400

Full Color

Ad Size	(1x)	(3x)	(6x)*
Spread	\$2400	\$2100	\$1800
Full page	\$1600	\$1400	\$1200
2/3 page	\$1400	\$1200	\$1100
1/2 page	\$1000	\$900	\$800
1/3 page	\$900	\$800	\$700
1/4 page	\$800	\$700	\$600

Business Directory \$700/year (6 consecutive issues) NOTE: Color option is available at \$100 per insertion for "Business Directory" ads.

3. Advertising Opportunities

Ad Size	Spread	Full	2/3	1/2*	1/3*	1/4*	
January/February	<input type="checkbox"/>	\$					
March/April	<input type="checkbox"/>	\$					
May/June	<input type="checkbox"/>	\$					
July/August	<input type="checkbox"/>	\$					
Sept/October	<input type="checkbox"/>	\$					
November/December	<input type="checkbox"/>	\$					
Business Directory (one year placement)							\$
							+

CSDA Member? Yes No If no, add 10%

Ad Specifications

Color

- Full Color
 Black & White

*1/2 page ad shape

- Vertical Horizontal
 Island

*1/3 or 1/4 page ad shape

- Vertical
 Horizontal

Total \$ _____

Number of Print Ad Insertions _____

Starting Issue _____

FREE Business Directory ads

Your contract qualifies for the special bonus(es) marked.

Contract & Artwork Submission

Please contact Nicole Dunn, editor, at nicoled@cgsda.net or 877-924-2732 for information on contract and article submissions.



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 small conferences encourage one-on-one networking in unique settings

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 sponsor and/or exhibit with our largest and most engaged audience

Magazine & Web
 most economical resource to influence the users and buyers of your products or services

Online advertising

The CSDA website continues to show growth in visitors and page views. **A limited amount of advertising opportunities are now available on the CSDA website.**

www.csda.net

CSDA website and online presence

Special district decision makers turn to the CSDA website as a trusted source for the latest information and issues surrounding California special districts. With a strong web presence, dynamic messaging and a positive user experience, the CSDA website is a great value for members and non-members looking for event registration and important information.

Board and staff members of special districts visit the CSDA website often for information on advocacy, professional development, to learn about member services and much more.

To learn about this new opportunity please contact Cathrine Lemaire, member services director, at cathrinel@csda.net or 877-924-2732.

Note: Rates are CSDA Member-only rates. Non-members, add 10 percent.

Premium Rotating Ad	
Home Page	620 x 110 at 72-100 dpi
Monthly	\$300
Quarterly	\$800
Bi-annually	\$1500
Annually	\$3000

Secondary Pages	
Exclusive Section	\$200 per month 530 x 140 at 72-100 dpi
Side Bar Ad - Image and copy <i>Members only</i>	\$250 per month 500 x 220 at 72-100 dpi + 100 words

Limited opportunities available

For availability, frequency, discounted rates and more information please contact Cathrine Lemaire, member services director, at cathrinel@csda.net or 877-924-2732.

**Get the best
value with CSDA
Gold Membership.
Join today.**

