



California Special Districts Association

2017 Media Planner



California Special District: *Reaching the decision-makers* **Five great reasons to advertise:**

Readership... *(increased by 20% over previous year!)*

Each issue of California Special District reaches more than **25,000 (a 20% increase over previous years!)** decision-makers; the magazine is your most economical resource to influence the users and buyers of your products and services.

Circulation... *(increased by 20% over previous year!)*

California Special District is distributed bi-monthly to more than **10,000 (a 20% increase over previous years):**

- Special District Board Members
- Special District General Managers
- Special District Human Resource Managers
- Local and State Government Agencies
- Commercial Vendors and Consultants

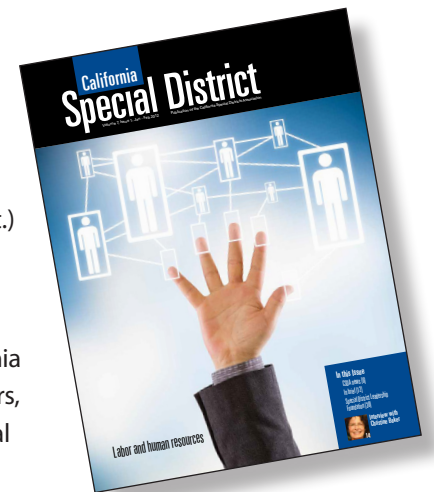
CSDA serves more than 40% of all California special districts, plus 118 miscellaneous local agencies and 100 business affiliates.

Purchasing power...

California special districts and local agencies make purchasing and financial decisions about **\$40 billion** worth of expenditures annually. (Based on the most recent State Controller's report.)

Editorial Purpose...

California Special District is the only magazine written specifically for an audience of California Special District decision-makers. It provides a forum for all special district, state and local leaders, addressing issues of special interest to them, including, court decisions and opinions, individual district news items, profiles of district innovations and solutions, interviews with government officials, major policy & legislative issue articles and statewide significant special district features.



Quality content...

The magazine is recognized as the leading publication for special districts. In a recent survey, 85% of readers acknowledged that California Special District magazine is one of their most valuable and important resources

California Special District magazine - 25,000 readers per issue

California Special District Association | csda.net

For 40 years, CSDA has been representing all types of independent special districts including irrigation, water, park and recreation, cemetery, fire, police protection, library, utility, harbor, healthcare and community services districts...just to name a few. — Independent special districts are sanctioned under California Law for the performance of local governmental functions within specified boundaries. **For advertising questions / reservations: (530) 642-0111 / granger@cwo.com**

ADVERTISING OPPORTUNITIES

California Special District magazine

CSDA produces six magazines on a bi-monthly basis.

All issues offer full color or black/white ads.

■ **Six** issues of California Special District are published annually. Readership is 20,000 per issue:

Jan/Feb, Mar/Apr, May/June, Jul/Aug, Sept/Oct and Nov/Dec.

Ads range in size from 1/4 page- to - Full page. The magazine also offers "Business Directory" ads. The rate is for one ad in six issues annually.

■ **You decide the impact you want to make!**

***2017 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.)

GUARANTEED SPECIAL POSITION & AGENCY COMMISSIONS

Other than covers, 15% surcharge on space to secure preferred position. Otherwise all space requests accommodated at the discretion of the publisher and space available.

Recognized agencies receive 15% commission.

Recognized agencies include an individual or group of individuals handling a minimum of three clients who make the media selection, handle the order within the deadlines, submit ads and assume financial responsibility and process prompt payment under the terms of the agreement.

PAYMENTS

The California Special Districts Association (CSDA) will send an invoice and proof of advertising (publication or tear sheet) to the address(es) provided. Payment can be made by check or any credit card. For insertions in more than one issue, you can pay per issue or for the full contract.

MECHANICAL REQUIREMENTS

PRINT ADS

DimensionsSize (Width x Length)

2 Page Spread (bleed).....	17-1/4" x 11-1/4"
2 Page Spread	16" x 10"
Outside Back Cover (bleed)	8-3/4" x 8-1/8"
Outside Back Cover	7-1/2" x 7-1/2"
Full (bleed)	8-3/4" x 11-1/4"
Full	7-1/2" x 10"
2/3 vertical	4-1/2" x 10"
1/2 horizontal (bleed)	8-3/4" x 5-3/4"
1/2 horizontal	7-1/2" x 4-3/4"
1/2 island	3-1/2" x 7-1/2"
1/2 vertical	4" x 10"
1/3 horizontal	4-1/2" x 4-3/4"
1/3 vertical	2-1/4" x 10"
1/4 horizontal	5" x 3-1/2"
1/4 vertical.....	3-1/2" x 5"
Business Directory	2-1/2" x 2-1/2"

Publication Trim Size 8-1/2 x 11

PRODUCTION REQUIREMENTS

- Artwork must match the dimensions shown.
- Print ads should be sent as a PDF file at 300dpi. All fonts and graphics should be embedded in the PDF.
- If needed, please ask about other accepted formats.

ARTWORK SUBMISSION

All artwork should be e-mailed as a high resolution PDF file to:

Diana Granger - granger@cwo.com
(530) 642-0111 • (530) 622-6033 FAX

If you need to mail your artwork on a CD, please contact us.

For advertising questions / reservations: (530) 642-0111 / granger@cwo.com

2017 DEADLINES

January/February 2017

Space reservation: January 9, 2017
 Artwork deadline: January 20, 2017
 On Street: February 20, 2017

March/April 2017

Space reservation: February 3, 2017
 Artwork deadline: February 17, 2017
 On Street: March 20, 2017

May/June 2017

Theme: **BUYERS GUIDE:**
 Space reservation: March 31, 2017
 Artwork deadline: April 14, 2017
 On Street: May 15, 2017

July/August 2017*

Theme: Annual Conference Preview*
 Space reservation: June 2, 2017
 Artwork deadline: June 16, 2017
 On Street: July 17, 2017

September/October 2017**

Space reservation: July 17, 2017
 Artwork deadline: July 28, 2017
 On Street: August 14, 2017

November/December 2017

Space reservation: October 6, 2017
 Artwork deadline: October 20, 2017
 On Street: November 17, 2017

* **July/Aug - Expanded mailing:
 mailed to non-members**

** **Sept/Oct - Bonus onsite distribution
 2017 CSDA Conference**

CONTACT:

Diana Granger • Phone: 530-642-0111
 E-mail: granger@cwo.com

AD RATES - Prices reflect per insertion rate

CALIFORNIA SPECIAL DISTRICT MAGAZINE

**NOTE: Rates are CSDA Member-only rates.
 Non-members, add 10%.**

<u>Ad Size</u>	<u>(1X)</u>	<u>(3X)</u>	<u>(6x)*</u>
All rates are for black and white ads. For full color ads, see fee below.			
Spread	\$2000	\$1700	\$1400
Full page	1200	1000	800
2/3 page	1000	800	700
½ page	800	700	600
1/3 page	700	600	500
¼ page	600	500	400

Business Directory *only* — \$700/year - 6 consecutive issues

FULL COLOR CHARGES – ads larger than 1/2 page, add \$400 color charge. Ads 1/2 page and smaller, add \$200 per ad. All color charges are applicable to rates above for each insertion. NOTE: for “Business Directory” ads, color option is available at \$100 per insertion.

COVERS / PREMIUM POSITIONS

COVERS: includes color and are non-cancellable

Other than covers, 15% surcharge on space to secure preferred position. Advertisement position is determined by publisher unless a premium position is purchased.

<u>COVERS</u>	<u>(1X)</u>	<u>(3X)</u>	<u>(6x)*</u>
Inside covers	\$2000	\$1800	\$1500
Back Cover	2500	2200	2000

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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.)



California Special Districts Association

CSDA

Advertising Contract Insertion Order



Date: _____

THE California Special Districts Association is authorized to insert advertising for:

as specified below and in accordance with the rates and terms of the 2017 RATE CARD. For a frequency discount, specify the number of insertions to be contracted for and placed within one year of the starting issue.

SPECIFICATIONS: Number of PRINT AD Insertions: _____ Starting Issue: _____

Comments: _____

CALIFORNIA SPECIAL DISTRICT MAGAZINE ADS

Check the ad size for each	Cover(s)	Spread	Full	2/3	1/2*	1/3*	1/4*	Ad Cost
Jan/February	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
March/April	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
May/June	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
July/August	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Sept/October	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Nov/December	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Business Directory (one year placement)								_____

Member of CSDA? Yes No If no, add 10%
PRINT AD TOTAL \$ _____

AD DETAILS

Color or B/W:
 4-Color
 Black & White

***1/2 page ad shape:**
 Vertical
 Island
 Horizontal

***1/3 or 1/4 page ad shape:**
 Vertical
 Horizontal

FREE or discounted BONUS AD

Your contract qualifies for the special bonus(es) marked.
 FREE Business Directory ads

Agreed to by: Advertiser _____

Contact _____

Your Signature _____

Billing Address _____

City _____ State _____ Zip _____

Phone () _____

E-Mail _____

Website _____

This is a legally binding contract. In signing, the advertiser agrees to abide by the contract and fulfill their obligation to pay CSDA for all insertions on this contract. Multiple insertions can be paid individually with each issue. Proof of insertion will be provided to the advertiser. Publisher reserves the right to hold advertisers and their advertising agencies responsible for all charges and costs. The advertiser and advertising agency agree to indemnify and hold the publisher and their representatives harmless from any liability by reason of the content of the advertising herein contracted for, including both text and illustration in addition to delays in delivery and/or nondelivery. Artwork changes will be accepted until the closing date; thereafter, previous artwork will be inserted. All advertising is subject to the publisher's approval. If more or fewer ads are used than specified in this order, adjustments will be made based on the current rates. No cash refunds will be made. Forwarding of an order is acceptance of all rates and conditions in effect at the time of receipt of the order.

CONTRACT & ARTWORK SUBMISSION

Please submit contracts, insertion orders, confirmations and artwork to:

Diana Granger - Publisher's Advertising Rep
granger@cwo.com
(530) 642-0111 • (530) 622-6033 FAX
1347 Martin Lane, Placerville, CA 95667

NOT A CSDA MEMBER?

Get member discounts and increased exposure today!

Visit csda.net