

**Circulation: More than 5,000  
Surveying Professionals**

**Black & White**

	<u>1-Time</u>	<u>4-Time</u>
Full Page:	\$570	\$455
2/3 Page:	\$450	\$360
1/2 Page:	\$340	\$270
1/3 Page:	\$270	\$215
1/4 Page:	\$195	\$155
1/6 Page:	\$155	\$125

**2-Color**

*2 -Color consists of black and one color*

	<u>1-Time</u>	<u>4-Time</u>
Full Page:	\$650	\$535
2/3 Page:	\$530	\$440
1/2 Page:	\$420	\$350
1/3 Page:	\$350	\$295
1/4 Page:	\$275	\$235
1/6 Page:	\$235	\$205

**4-Color**

	<u>1-Time</u>	<u>4-Time</u>
Full Page:	\$750	\$635
2/3 Page:	\$630	\$540
1/2 Page:	\$520	\$450
1/3 Page:	\$450	\$395

**Special Positions**

**4-Color**

	<u>1-Time</u>	<u>4-Time</u>
Outside Back Cover	\$900	\$785
Inside Cover 2	\$850	\$735
Inside Back Cover	\$850	\$735

**CONTRACTUAL AGREEMENT**

You are hereby authorized to publish the advertising of:

Company \_\_\_\_\_  
(Advertiser as it should appear in the Advertisers Index)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**Please direct billing to:**

Firm/Agent \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**AD SIZE** \_\_\_\_\_ Horizontal **or** Vertical

- One Time Rate     Four Time Rate
- Black & White     Two Color     Four Color
- New Artwork     Pick-up

*For new artwork, please refer to mechanical requirements.*

**California Land Surveyors Association**

Phone (707) 578-6016    FAX (707) 578-4406  
E-mail: [clsa@californiasurveyors.org](mailto:clsa@californiasurveyors.org)  
526 South E Street, Santa Rosa, CA 95404

\_\_\_\_\_  
Authorized by (Advertiser/Agent)

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

## MECHANICAL REQUIREMENTS

- Electronic artwork on CD or by email to:  
clsa@californiasurveyors.org
- NO FILM accepted
- PMS specified colors will be matched as close as possible using the four color process
- Color separations and color proof required for 4-color ads
- Mechanicals returned upon written request
- Production charges incurred by THE CALIFORNIA SURVEYOR, will be charged to the advertiser at prevailing market rates on a noncommissioned basis

## ACCEPTABLE FILES

- Photoshop Tiff or EPS (300 dpi)
- High Resolution PDFs
- Illustrator 9 or older or other Vector EPS files with outlined fonts
- Quark 4.xx files including images and fonts

## GENERAL INFORMATION

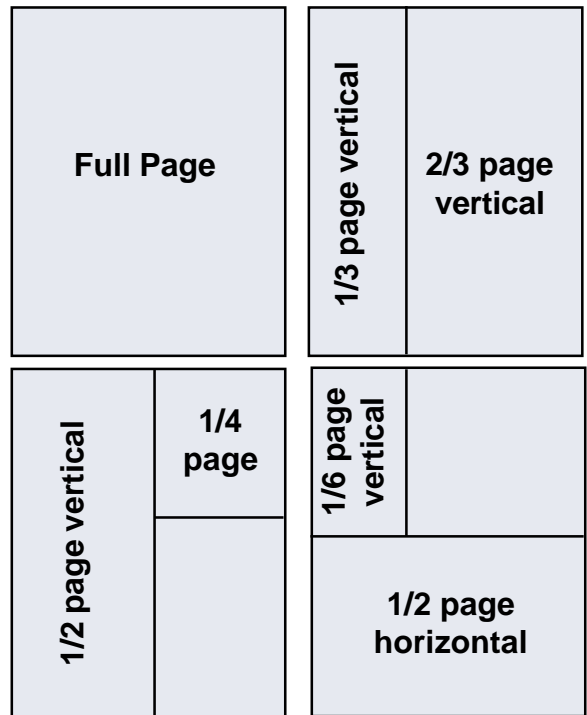
- Rates are protected for the duration of contract
- Ads which exceed the size specifications will be charged the next largest size
- Cancellations not accepted after contract date
- If new instructions are not received by contract date, most recent mechanicals will be used

## AD SPECIFICATIONS

Size	Width x Height
1/6 (V)	2 1/4" x 4 7/8"
1/4 (H)	3 3/8" x 4 7/8"
1/3 (V)	2 1/8" x 10"
1/2 (V)	3 3/8" x 10"
1/2 (H)	7 3/8" x 4 7/8"
2/3 (V)	4 5/8" x 10"
Full Page	7 3/8" x 10"

**TRIM SIZE:** Full Page - 8 1/2" x 11"

**BLEED SIZE:** Full Page- 8 5/8" x 11 1/8"



### ISSUE

WINTER  
SPRING  
SUMMER  
FALL

### CONTRACT DATE

November 10th  
February 10th  
May 10th  
August 10th

### ART DUE

December 1st  
March 1st  
June 1st  
September 1st

### PUBLISHED

December 21st  
March 21st  
June 21st  
September 21st

**For questions please contact CLSA**

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