



**CLSA**

CALIFORNIA LAND SURVEYORS ASSOCIATION

**Media Kit**

2520 Venture Oaks Way, Suite 150 Sacramento, CA 95833

Founded in 1966, the California Land Surveyors Association has been helping and protecting the interests of land surveyors across and beyond. The ultimate goal of the Association is to enhance the profession of surveying, support the common good and welfare of our members, educate the public about our profession, and promote the highest standard of land surveying and professional ethics. CLSA represents all land surveyors, whether they are employees, or proprietors, and whether they are in the public or private sector.



We are continuously grateful for our 20 chapters that span the state. Combining these chapters, and our other members, including many that are out-of-state, our membership count has grown to over 1,750 members and is still climbing. CLSA has helped created great connections through our annual conference, our biannual magazine, monthly newsletters and webinars. Topics are always current and always changing, so if your company is interested in promoting a new product or service we are sure that CLSA can help.

Partner with CLSA and let us help you reach out to the people that practice in your profession, work with your equipment and do business with you in mind, with many of the options in our Media Kit.

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# CLSA Advertising Contract

CALIFORNIA LAND SURVEYORS ASSOCIATION

## Conditions:

1. Advertisers and advertising agencies are liable for all content (including text, representations, and illustrations) of advertisements and are responsible, without limitation, for any and all claims made thereof against California Surveyor, the association, its officers, agents, or vendors.
2. No advertiser is guaranteed placement, but every attempt will be made to provide the desired position.
3. Publisher reserves the right to revise, reject or omit any advertisement at any time without notice.
4. CLSA accepts no liability for its failure, for any cause, to insert advertisement.
5. Publisher reserves the right to publish materials from a previous advertisement if new materials are not received by material deadline.
6. The word "advertisement" will appear on any ad that resembles editorial material.
7. Drawings, artwork and articles for reproduction are accepted only at the advertiser's risk and should be clearly marked to facilitate return.
8. No verbal agreement altering the rates and/or terms of this rate card shall be recognized.
9. All advertisements, layout and designs produced for the advertiser by CLSA's Graphic Staff will remain the property of CLSA.
10. All requests for advertising must be in writing, in the form of this signed contract, for the protection of both the advertiser and CLSA
11. Once an order for advertising is placed, it cannot be withdrawn or cancelled in whole or in part.
12. By signing this contract, advertiser agrees to pay in full for reserved space, even if the ad is not run due to lateness or absence of materials.

## Placing your AD

To place an ad, complete the information below and mail or fax to: CLSA, 2520 Venture Oaks Way, Suite 150, Sacramento, CA 95833 (916) 924-7323 - fax CLSA will not run your ad without this contract.

Name of Company/Organization Being Advertised \_\_\_\_\_

Main Contact \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Mailing Address \_\_\_\_\_

Billing Contact \_\_\_\_\_

Billing Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Type of Ad:  Magazine  Website Banner Ad  Monthly eNews  eBlast  Webinar  New Member Packet

Rate \$ \_\_\_\_\_ Ad Size \_\_\_\_\_ Number of Issues/Emails \_\_\_\_\_

Special Requests \_\_\_\_\_

## Payment Terms

Advertisers are billed after their ad appears. A frequency discount is given to those who agree in writing (ie. this signed contract) to advertise in every issue of the calendar year, or in an equal number of consecutive issues. If the written agreement is not fulfilled, the advertiser is liable for the one-time rate charges. Advertisers who submit an ad contract but fail to submit artwork by the publication deadline will be invoiced.

## Method of Payment

Please check one:

Send me an Invoice  Enclosed is check # \_\_\_\_\_ Credit Card:  MC  Visa  AMEX In the amount of \$ \_\_\_\_\_

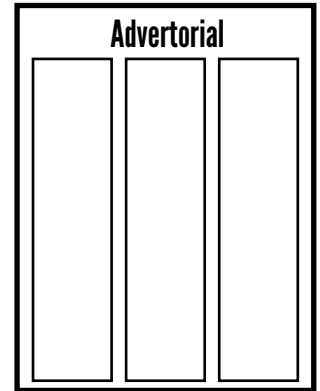
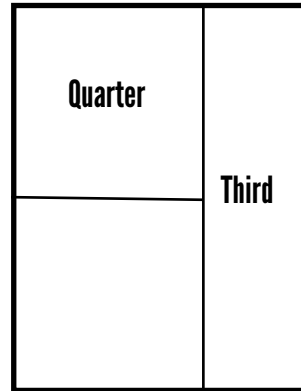
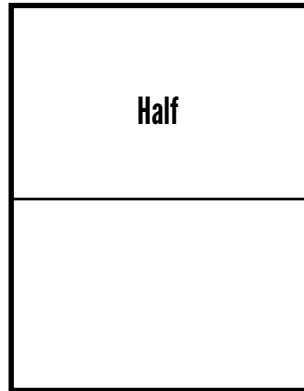
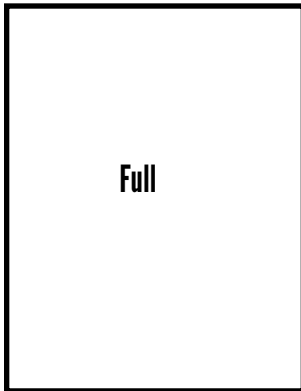
Print Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_

Cardholder's Billing Address \_\_\_\_\_ Expiration Date \_\_\_\_\_

Card # \_\_\_\_\_ Security Code \_\_\_\_\_

# CLSA Print Ad Requirements

CALIFORNIA LAND SURVEYORS ASSOCIATION



## Advertorial

Advertorials are articles up to three pages in length (including photos) that include a marketing message. They are a very attractive advertising option that allows you to present your message in an informative and educational way to *California Surveyor* readers. The idea is to present an existing problem or condition and then provide a solution: your product or service. Only one advertorial is available in each issue of *California Surveyor* so inquire soon regarding the next opportunity to be *California Surveyor's* featured article.

## Advertorial

**\$1000**

## California Surveyor Rates

		1 Issue	2 Issues
Full	(7 3/8 x 10)	\$ 750	\$ 1270
Half	(7 3/8 x 4 7/8)	\$ 520	\$ 900
Third	(2 1/8 x 10)	\$ 450	\$ 790
Quarter	(3 3/8 x 4 7/8)	\$ 375	\$ 670

## File Format

We accept the following formats emailed to [advertise@californiasurveyors.org](mailto:advertise@californiasurveyors.org)

## Printed Ad

- Photoshop TIFF (300 Dpi)
- High Resolution PDF's
- Illustrator 9 or older, or other Vector EPS files with outlines fonts

## Advertorials

- Text files, (.doc, .docx)

Issue	Art Due by	Published
Spring	March 15th	May
Fall	September 15th	November

## Website Banner Ad

Appearing on every page of the CLSA website, and twice on the home page, your rotating ad will be seen by all of CLSA's website visitors.

## CLSA Monthly eNews

Be just a click away of our members by advertising in our monthly eNews newsletter. This monthly email goes out to all contacts on our mailing list which include members and non members of CLSA. Your advertisement will be linked to your website for full customer potential. No matter the display, desktop or mobile, your ad will be seen clearly. See the image to the right for an example of how your ad will appear.

## eBlast

Try sending an email completely dedicated to you! With an eBlast, your ad will be sent out to our entire mailing list with no other distractions. There are limited eBlasts available for the year, so please contact the central office for availability.

eBlasts must be reviewed by the Central Office for approval.

## Rates & Format

### Online Banner Ad:

3 months	\$300
6 months	\$550
Yearly	\$1000

eNews Ad \$125

eBlast \$1000

## Banner

600px W x 120 px H



### Formats Welcome

PNG, JPG or GIF  
Resolution 72 PPI  
Max Size 5 MB

### eNews Ads

Ads can be 600px wide by 200 px high

### eBlast

Please contact Central office for complete size requirements

## New Member Packet - \$250



Get to our members first! Include your company flyer in our new member welcome packet/padfolio.

### What you get:

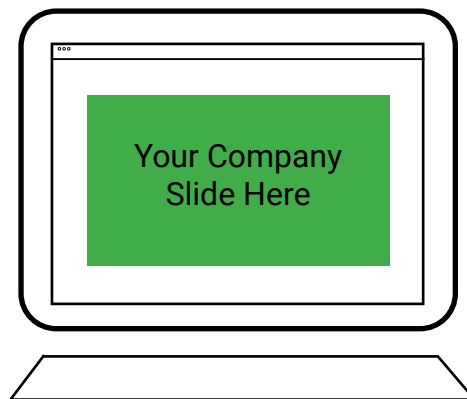
Flyer sent directly to new members in our New Member Packets

Banner ad on website (600 x 120)

Price: \$250 to reach 250 new members

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## Webinars - \$175 per webinar



You could reach 100s of surveyors by advertising on CLSA's webinars. Prices start at \$175 per webinar. Discounts are available with multiple webinar sponsorships. Contact the CLSA central office for more details.

**Pre Webinar** - Logo in email promoting the webinar and confirmation email to attendees

**During Webinar** - Slide thanking you and verbal recognition

**Post Webinar** - Logo in thank you email and list of all attendees

Want to support the CLSA in ways other than sponsorships or exhibiting for your company? Sign up to be a Sustaining Member. A sustaining member can be any individual, company or corporation, who has an interest in the land surveying profession and would like to support our purpose and objectives. Your membership will help fuel our educational workshops and enable our members to receive better resources, faster. Your membership will give you a listing on our website, and a business card ad in our magazine the *California Surveyor*.

Member ID                                      First Name                                      Last Name                                      License Number

Home Mailing Address    City, State                                      Zip

Email    Telephone    Chapter

Company, University or Firm    Public or Private

Company Mailing Address    City, State                                      Zip

Company Telephone    Fax

<b>Payment Information</b> <small>Please complete this form and return it with payment to the address above. Please fax this form if paying with a Credit Card</small>			
Method of Payment:	Visa	MasterCard	AmEx
	Check Number:		
Card Number:	Expiration Date:		
Name on Card:			
Billing Address:			
City, State Zip:	Signature:		
<small>CLSA estimates that 22% of your total dues are allocated to lobbying and are not deductible for income tax purposes as ordinary and necessary business expense. Contributions of CLSA EF are deductible as charitable contributions</small>			