

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)  
 P.O. Box 9098, Santa Rosa, CA 95405

\_\_\_\_\_  
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)
- Illustrator 9 or older or other Vector EPS files with outlined fonts
- Quark 4.xx files including images and fonts

## GENERAL INFORMATION

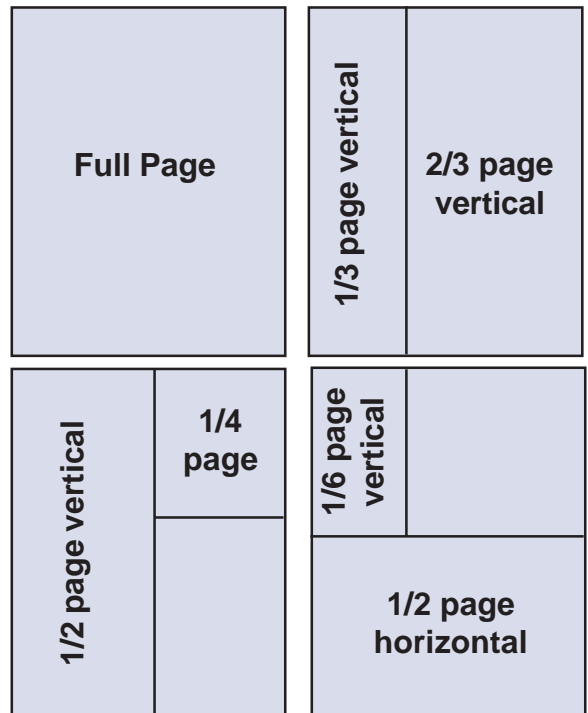
- Rates are protected for the duration of contract
- Ads which exceed the size specifications will be charged the next largest size
- Cancellations not accepted after contract date
- If new instructions are not received by contract date, most recent mechanicals will be used

## 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**

Phone: (707) 578-6016 Fax: (707) 578-4406  
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