



Canoe Cruisers Association

2012 Roster & Handbook Advertising

2012 CCA Roster & Handbook Advertising Contact:

Joan Goodbody
2130 Farrington Ave.
Alexandria, VA 22303
703-887-5013 (home and cell)
advertising@canocruisers.org

2012 CCA Roster & Handbook Display Advertising Rates

Ad Type	Maximum Dimensions*	Price
Center Fold (2 pages)	9" x 7-1/2"	\$200
Inside front cover (full page)	4-1/2" x 7-1/2"	\$125
Inside back cover (full page)	4-1/2" x 7-1/2"	\$125
Full page	4-1/2" x 7-1/2"	\$100
Half page (horizontal mode)	3-3/4" x 4-1/2"	\$75
Business Card	2" x 3 1/2"	\$40

*Width x Height (minor adjustments may be incurred during layout and printing).

Color is available if we get requests for it. It will be available for the Center Fold, and Inside front and back covers at an additional charge of \$25 per 4 1/2" x 7 1/2" space.

- Note:**
1. Advertisements will also run in each CCA newsletter (6 times a year).
 2. Advertisers get a free club membership and listing in the roster.

2012 CCA Roster & Handbook Ad Specifications

1. All orders and accompanying artwork should be received by Wednesday, March 31, 2012.
2. **Payment must accompany ad requests.**
3. Electronic files are preferred, where possible. Either hard copy artwork or electronic artwork may be submitted. We use Adobe PageMaker 6.5 to produce the Roster. Electronic files should be e-mailed or can be mailed and saved to a standard CD –ROM.
4. If not electronic:
 - a. Artwork should be camera-ready and actual size.
 - b. Do not fold artwork.
 - c. Black & white art.
 - d. Half-tone adjustments available upon request for \$35.00.
5. Please note your preferred location for the ad, we will try to accommodate on a first-come, first-served basis. Advertisers that have been in past rosters and/or advertise in the "cruiser" get preference.
6. Check first for availability of the centerfold and inside cover locations.



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2012 CCA Roster & Handbook Advertising Order Form

(Please include this form with your payment and artwork or provide the same information in your email)

Advertiser Information

Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Advertisement Specifications

1. Ad type requested: (Note: other than center spread and inside covers, requests are fulfilled on a first-come, first-served basis but regular advertisers in "Cruisers" and members have right of first refusal.)

Request	Ad Type	Price
<input type="checkbox"/>	Center Fold (2 pages)*	\$200
<input type="checkbox"/>	Inside front cover (full page)*	\$125
<input type="checkbox"/>	Inside back cover (full page)*	\$125
<input type="checkbox"/>	Full page	\$100
<input type="checkbox"/>	Half page (horizontal mode)	\$75
<input type="checkbox"/>	Business Card	\$40

*Check for availability

2. Special requests: _____

3. Payment enclosed (\$_____)

Please make checks payable in full to **Canoe Cruisers Association**.

Send to:

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