



# Canoe Cruisers Association

Roster & Cruiser Advertising



## Advertising Contact:

Joan Goodbody

2130 Farrington Ave., Alexandria, VA 22303

703-887-5013 (home and cell), [advertising@canoecruisers.org](mailto:advertising@canoecruisers.org)

## 2009 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"	\$130
Inside back cover (full page)	4-1/2" x 7-1/2"	\$130
Full page	4-1/2" x 7-1/2"	\$90
Half page (horizontal mode)	3-3/4" x 4-1/2"	\$60
1/3 page (horizontal mode)	2 1/4" x 4 1/2"	\$45
<b>Bold listing</b>		\$ 5

\*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 \$30 per 4 1/2" x 7 1/2" space.**

**Note: Those that pay for the bolding of their listing will automatically be listed on the website, Also all those that run an add, of any size will have a banner ad on the website.**

Note: 1. A discount of 15% will be given if the advertiser pays for and commits to the roster and 6 issues of the "Cruiser".

2. A discount of 10% will be given if the advertiser commits to the roster and 6 issues of the "Cruiser" to be billed and paid just before publication. [Note that an agreement to this will be signed in advance to receiving the discounted price]

## 2009 CCA Roster & Handbook Ad Specifications

- All orders and accompanying artwork should be received by Wednesday, March 4, 2009
- Payment must accompany ad requests.**
- 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.
- If not electronic:
  - Artwork should be camera-ready and actual size.
  - Do not fold artwork.
  - Black & white art.
  - Half-tone adjustments available upon request for \$35.00.
- 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" have right of first refusal.
- Check first for availability of the centerfold and inside cover locations.



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## 2009 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)*	\$130
<input type="checkbox"/>	Inside back cover (full page)*	\$130
<input type="checkbox"/>	Full page	\$90
<input type="checkbox"/>	Half page (vertical mode)	\$60
<input type="checkbox"/>	Half page (horizontal mode)	\$60

\*Check for availability

**2. Special requests:** \_\_\_\_\_

**3. Payment enclosed** (\$\_\_\_\_\_)

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

Send to:

Joan Goodbody  
2130 Farrington Ave.  
Alexandria, VA 22303

[advertising@canoecruisers.org](mailto:advertising@canoecruisers.org)

703-887-5013



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Cruiser Editor

Vicki Capone  
Vicki@vickicapone.com

## Display ads in the CCA newsletter “*The Cruiser*”

Ad Type	Size	Price
Quarter Page	4 ½” h x 4 ¼” w	\$ 40.00/issue
Half Page	7 ½”w x 4 ¼”h or 9”h x 4 ¼” w	\$ 75.00/issue
Full page	7 ½ x 9	\$ 150.00/issue
Insert	Varies: no more than 8 ½ x 11.	\$ 300 - \$ 450/issue
Business Card	2” h x 4 ¼” w	\$ 25.00

Note: A discount program is indicated in the section on the Roster and Handbook.

Note: If an advertiser does not want to advertise in the roster and only in *The Cruiser* or only in the *Roster*, a discount may be available, call or email advertising coordinator for details.

## Ad Specifications for “Cruiser”

1. All orders and accompanying artwork should be received two weeks before publication date.
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 advertiser will have first choice.



# Canoe Cruisers Association

Roster & Cruiser Advertising



## 2009 CCA "The Cruiser" 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: requests are fulfilled on a first-come, first-served basis but regular advertisers and members have right of first refusal.)

#### Display ads in *The Cruiser*

Ad Type	Size	Price
Quarter Page	4 ½" h x 4 ¼" w	\$ 40.00/issue
Half Page	7 ½"w x 4 ¼" h or 9"h x 4 ¼" w	\$ 75.00/issue
Full page	7 ½ x 9	\$ 150.00/issue
Insert	Varies: no more than 8 ½ x 11.	\$ 300 - \$ 450/issue
Business Card	2" h x 4 ¼" w	\$ 25.00

Note: A discount program is indicated in the section on the handbook.

Note: If an advertiser does not want to advertise in the roster and only in *The Cruiser* or only in the *Roster*, a discount may be available, call or email advertising coordinator for details.

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