

CALIFORNIA PLANNER



American Planning Association
California Chapter

Making Great Communities Happen

Newsletter of the American Planning Association California Chapter



Advertising Information

- Pre-payment to APA California MUST accompany new calling cards.
- Please fill out following page to provide a contact name, address and phone number.
- Refer to Advertising Specification sheet below for available options and requirements for submittals.

Display Advertisements and Rates

Check One	Ad Size	1 Issue	2 Issues	4 Issues
<input type="checkbox"/> One-Sixth page	2.0" wide x 3.25" deep	\$260	\$500	\$1,000
<input type="checkbox"/> One-Third page (vertical)	2.0" wide x 10.0" deep	\$600	\$1,175	\$2,300
<input type="checkbox"/> One-Third page (horizontal)	6.25" wide x 3.25" deep	\$600	\$1,175	\$2,300
<input type="checkbox"/> Two-Thirds page	4.125" wide x 10.0" deep	\$900	\$1,775	\$3,500
<input type="checkbox"/> Half page	6.25" wide x 4.5" deep	\$700	\$1,375	\$2,700
<input type="checkbox"/> Full page	6.25" wide x 10.0" deep	\$1,350	\$2,675	\$5,300

Calling Card Advertisements and Rates

Check One	Ad Size	4 Issues
<input type="checkbox"/> Single Calling Card	2.375" wide x 1.25" deep	\$500
<input type="checkbox"/> Double Calling Card	2.375" wide x 2.5" deep	\$1,000

Send payment to: APA California, c/o ATEGO Resources, P.O. Box 214065, Sacramento, CA 95821, email ategoresources@live.com or fax to 916.485.6615

PLEASE PRINT CLEARLY

Credit Card Number _____ Visa MasterCard

Expiration Date _____ CVS# _____ (3-Digit code on back of card) Telephone _____

Name (as it appears on card) _____

Company Name _____

Billing Address _____

City _____ State _____ Zip _____

Email _____

Signature of Card Holder _____ Date _____

For additional Cal Planner information, please check out the website at
www.APACalifornia.org

Submit your ad in **COLOR**
at no additional cost!

Digital Advertisement Specifications

Digital ads that are submitted to the *Cal Planner* must meet the followings specifications - no exceptions can be made.

- JPEG
- 300 resolution @ 100% size
- Color - RGB
- Email to dorina@grandesigns.us and nhe2011@live.com.

When a file is received, an email will be sent to the file originator verifying that the file meets specifications.

Ads will be placed in the order they are received. Placement of ads are subject to available space.

Please contact Laura Murphy at nhe2011@live.com or 916.773.0288 if you have questions regarding placing your ad.

If you have any technical questions, please call Dorina Blythe at 951.695.3646 or email dorina@grandesigns.us. We look forward to placing your information in the *Cal Planner*.

Cal Planner Advertisement Deadlines

Issue	Ads Due	Issue Emailed*
Winter	December 1	January 15
Spring	March 1	April 1
Summer	June 1	July 1
Fall	September 1	October 1

Dates subject to change.

*Issue will be sent by eblast during this week.