

CALIFORNIA PLANNER

Newsletter of the American Planning Association California Chapter



American Planning Association
California Chapter

Making Great Communities Happen



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	2.325" wide x 1.333" deep	\$500	
<input type="checkbox"/> Double Calling Card	2.325" wide x 2.765" deep	\$1,000	

Send payment to: APA California, c/o New Horizon Enterprise, 606 Gregory Court, Roseville, CA 95661 or email nhe2011@live.com.

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 CalPlanner 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 CalPlanner 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 916.540.7196 if you have questions regarding placing your ad.

If you have any technical questions, please call Dorina Blythe at 951.775.6750 or email dorina@grandesigns.us. We look forward to placing your information in the CalPlanner.

CalPlanner Deadlines

The production schedule is subject to change.

Upcoming CalPlanner deadlines are available on the [APA California website](http://www.APACalifornia.org).