



# CADA 2015-2016 DIRECTORY / NEWSLETTER ADVERTISING FORM

Advertising in the CADA Directory and/or the CADA newsletter is a great way to reach CADA members and let them know about your services. Learn more below.

**CADA Membership Directory:** The Directory is a 200 + page black and white book which lists all CADA Affiliate Members by company and specialty, as well as CADA's Activities Directors. It is mailed to all members in September and is CADA's version of the "yellow pages" for Activities Directors across the state.

**CADA Newsletter:** Published 4 times a year – Sept, Nov, Jan and May, is a 20-page color publication that is mailed to over 2500+ CADA members and is posted on the CADA website.

AD SIZE	DIRECTORY	Newsletter Ad W/ Pre-Pay Directory Discount*	Newsletter Ad
<b>Full Page (7 1/2" x 10")</b>	<input type="checkbox"/> \$1000	N/A	N/A
<b>1/2 Page (7 1/2 x 5")</b>	<input type="checkbox"/> \$500	<input type="checkbox"/> \$425	<input type="checkbox"/> \$550
<b>1/2 Page (3 3/4 x 10")</b>	N/A	<input type="checkbox"/> \$425	<input type="checkbox"/> \$550
<b>1/4 Page (3 3/4 x 5")</b>	<input type="checkbox"/> \$250	<input type="checkbox"/> \$300	<input type="checkbox"/> \$375
<b>Business Card (2"x3 1/2")</b>	<input type="checkbox"/> \$100	<input type="checkbox"/> \$200	<input type="checkbox"/> \$250

**\* To take advantage of the newsletter rate with pre-pay discount pricing, all payments must be received by June 30.**

Newsletter Issues			
Receive an additional 10% discount when you advertise in all 4 issues*			
<input type="checkbox"/> Sept	<input type="checkbox"/> Nov	<input type="checkbox"/> Jan	<input type="checkbox"/> May

**\* To take advantage of the additional 10% discount, all payments for all issues must be received by June 30.**

**Artwork:** Please send electronic copy of ad copy to info@cada1.org. Available formats are TIFF, EPS, PSD or high resolution JPEG. PDF files are acceptable if they are originally done with high resolution graphics only.

**Artwork/Insertion Deadline:** *Directory:* June 30, *\*Sept. News:* June 30, *\*Nov. News:* Sept. 4, *\*Jan. News:* Nov. 7, *\*May News:* Feb. 13

## PAYMENT INFORMATION

**Payment and Advertising requests are due by June 30**

**Company:** \_\_\_\_\_ **Name:** \_\_\_\_\_ **Amt Due \$:** \_\_\_\_\_  
 **Visa/MC/AMX/Disc** **Card #:** \_\_\_\_\_ **Exp Date:** \_\_\_\_\_  
 **Check**  
**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Please mail or fax completed order form to:  
 CADA Central — 3540 Soquel Ave., Suite A — Santa Cruz, CA 95062 Fax: 831.576.1515