



CAADS CONNECTION

The official publication of the
California Association for Adult Day Services

Advertising Information – 2009

CAADS CONNECTION is a monthly newsletter featuring current issues affecting adult day services in California. Distribution is approximately 300 copies to members, prospective members, vendors, legislative and regulatory staff in California, and other state associations throughout the U.S. Additionally, CAADS posts each issue for 12 months on the *Members Only* section of the CAADS Web site at www.caads.org.

Specifications:

Publication trim size	Standard ad sizes	Width	Depth
81/2" wide x 11" deep (8 –10 pages)	Full Page	7"	9 1/2"
	1/2 Page (Horizontal)	7"	4 1/2"
	1/2 Page (Vertical)	3 1/2"	9 1/2"
	1/4 Page (Vertical)	3 1/2"	4 1/2"
	Business Card (Horizontal)	3 1/2"	2"

Insertion Rates:

CAADS members receive a 10% discount off rates indicated below.

	1 Issue	2 Issues	3 or more Issues
Full Page	\$300 (Per Issue: \$300)	\$550 (Per Issue: \$275)	\$225 (Per Issue)
1/2 Page	\$175 (Per Issue: \$175)	\$300 (Per Issue: \$150)	\$125 (Per Issue)
1/4 Page	\$100 (Per Issue: \$100)	\$160 (Per Issue: \$80)	\$70 (Per Issue)
Business Card	\$50 (Per Issue: \$50)	\$90 (Per Issue: \$45)	\$40 (Per Issue)
Back Cover	Add 20% to 1/2 page rates for premium location.		

Mechanical Information:

Screens: 133-line screen

Binding: Folded

Printing: Press

Acceptable Materials: Black and white camera-ready art, disk, CD, film (if halftones)

Deadlines and Payment:

Advertising Contract and camera-ready advertising copy must be received by CAADS no later than 5 PM on the 10th of each month preceding publication (the 15th of each month). Full payment is due with signed Advertising Contract.

Note: All ads will be placed at the discretion of CAADS editors. After publication date, all advertising materials will be stored for 12 months and then destroyed unless written instructions to the contrary are submitted with space reservation. All materials are subject to approval. Proofs are not available.

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