

# CAL FLOWERS™

California Association of  
Flower Growers & Shippers

## 2018 Membership Directory Advertising Space is **NOW** Available

Dear CalFlowers Member:

You are invited to advertise in the CalFlowers 2018 Membership Directory. This is an excellent promotional opportunity for members to be seen throughout the industry.

### Why should I advertise in the 2018 Membership Directory?

- Advertising space starting as low as \$100.00.
- As a valued CalFlowers member, you are entitled to take a 10% discount off of the appropriate Ad rates when you submit your Insertion Order by 1-15-18.
- Provides year-long exposure to nearly 700 members, including wholesalers and large volume buyers nationwide.
- The directory is a vital source used on a daily basis by companies seeking information essential to their operations.
- Your advertising dollars go directly to producing and publishing the highest quality product for the membership.

### How do I place an ad?

- All ad space is available on a first come, first served basis.
- Members need to fax or email in their Insertion Order along with payment.
- If your first choice of placement is available, a confirmation will be faxed to you immediately. If your placement choice has already been taken, you will be contacted to discuss another placement for your ad. Once this placement has been agreed upon, you will then receive your confirmation.
- The deadline for your Ad Insertion Order is 1-25-18. (Discounts for insertions by 1-15-18.)
- All artwork needs to be in by 1-31-18.

### Payment Policy:

Payment must accompany the Insertion Order request. Payment can be made via check or via VISA, MasterCard or American Express credit cards.

Thank you in advance for your essential advertising support, and helping California growers and shippers move more flowers from California fresher and faster!

Sincerely,  
Ben Dobbe  
President  
California Association of Flower Growers & Shippers



## Artwork Specifications

### **Digital File Submission**

All materials submitted electronically are subject to review by the production department. Macintosh formatted CD's are preferred.

### **Artwork Deadline**

All artwork for your ad must be in our office no later than 1-31-18.

### **Email**

Advertisers may email their zipped files electronically to Linda Long: [linda@cafgs.org](mailto:linda@cafgs.org)

### **U.S. Mail**

Send CD with proof to:

Linda Long  
CalFlowers  
1500 41st Avenue, Suite 240  
Capitola, CA 95010  
Ph (831) 479-4912  
Fax (831) 479-4914  
[linda@cafgs.org](mailto:linda@cafgs.org)

### **Artwork Specs**

All files must be in CMYK or black and white mode. All files must be 300 dpi or higher. Build bleed into document size with crop marks. File transfer either email or CD. Please zip all email transfers.

### **Acceptable File Formats**

PROVIDE A PROOF WITH DIGITAL FILE (PDF PROOF ACCEPTED)

a PC/ Mac PDF/Acrobat "Press Ready" with crops

a PC/ Mac TIFF - Must be 300dpi or higher with crops

a PC/ Mac Illustrator EPS (all fonts outlined and all images need to be embedded) with crops

a PC/ Mac JPEG - Must be 300dpi or higher with crops

### **Certified Color Press Proof**

All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Match prints, Fujiproof, or digital proofs such as Iris. Laser, ink-jet, or color copy proofs are acceptable for identification purposes only. If a valid color proof is not provided but is desired, we will produce one at an additional production charge. All spot colors will be converted to CMYK and will not match perfectly to a spot color, however we will do our best.

### **Production Charges**

Artwork, copy changes, film conversion, other prep work are billed by the hour. An estimate will be provided if you choose to use this service.



## 2018 Membership Directory Advertising Rates

Location	Black & White	Color	No Bleed (width x height) (live area)	Full Bleed (width x height)
2-Page Spread	\$1,000	\$1,150	16" x 10"	17.25" x 11.25"
Outside Back Cover (not available)	\$ 700	\$ 800	7.5" x 10"	8.75" x 11.25"
Inside Back Cover (not available)	\$ 700	\$ 800	7.5" x 10"	8.75" x 11.25"
Inside Front Cover (not available)	\$ 700	\$ 800	7.5" x 10"	8.75" x 11.25"
Full Page	\$ 400	\$ 500	7.5" x 10"	8.75" x 11.25"
Half Page (horizontal only)	\$ 300	\$ 400	7.5" x 4 7/8"	
Quarter Page (vertical only)	\$ 200	\$ 300	3.75" x 4 7/8"	
Business Card (horizontal only)	\$ 100	\$ 200	3 5/8" x 2 3/8"	

**(When you send in your Insertion Order by 1-15-18 you will receive a 10% discount off of the above advertising rates)**

This publication is spiral bound. Please allow at least 1/2" on side of ad for spiral. Please leave 1" of non-type area for the 2-Page Spread Ad. Trim size is 8.5 x 11. Vital advertising and copy should be kept at least 3/8" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter of spreads. Above sizes in bleed column include 1/8" bleed on all sides.

### Insertion Orders

Ad spaces are sold on a first-come, first-served basis. Insertion Orders must be received no later than 1-25-18. Payments for ads may be made by check, VISA, MasterCard or AMEX and are due at the time you submit your Insertion Order. Your ad space will not be guaranteed until payment is received in full. The completed directory is scheduled for delivery February 2018.



## 2018 Membership Directory Ad Insertion Order Form

Credit Card Payments may be FAXED to (831) 479-4914 or make check payable to CAFG&S and mail to:

CAFG&S / CalFlowers  
1500 41st Avenue, Suite 240  
Capitola, CA 95010

Please specify your ad placement preference on the line below:

\_\_\_\_\_

Authorized Amount: \$ \_\_\_\_\_ Circle Method of Payment: Check / VISA / MasterCard / AMEX

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV2: \_\_\_\_\_

Company Name / Billing Address as it appears on your credit card statement:

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

\_\_\_\_\_ Please Print Name of Card Holder

\_\_\_\_\_ Signature of Card Holder Required

**FAX BACK TO: (831) 479-4914 NO LATER THAN 1-25-18**

