



CHIA Journal Ad Request Form

Questions: Phone (559) 251-5038 Fax (559) 251-5836 e-mail Advertise@CaliforniaHIA.org
Mail: 1915 N. Fine Ave. Ste 104, Fresno, CA 93727-1565

Date _____ Name of Contact _____

Name of Firm _____

Address (St, City, ST, zip) _____

Advertisement Firm Name (if different) _____

Phone _____ Fax _____ e-mail _____

How long ad will run

Total months _____ Specify issue month(s) _____

Continuous until forbidden

Type of ad

_____ COMMERCIAL:

_____ 1/12 Page _____ 1/6 Page-horizontal _____ 1/6 Page-vertical _____ 1/3 Page-horizontal

_____ 1/3 Page-vertical _____ 1/2 Page-horizontal _____ 2/3 Page _____ Full page

_____ CLASSIFIED (not available to ad agencies)

If camera-ready not submitted, there is a \$50.00 fee for preparing advertising artwork. Additional expenses may be incurred.

Authorizing signature _____

Payment information

Check Enclosed

Credit Card Number _____ Exp. Date _____

Card Type Visa MC Discover/Novus American Express

Signature _____

Print Cardholder's Name _____ Zip Code _____

Invoice PO and/or Insertion number _____

Please include a copy of the PO/Insertion order with this form.

Billing information

Contact Name _____ Company _____

Mailing Address _____

Phone Number/ext. _____ e-mail _____

Ads to be submitted electronically to CHIA: Advertise@CaliforniaHIA.org. Check the Ad Specifications and Pricing sheet for sizes, etc.

File name/extension _____

Corporate Member Yes No Invoice Per Issue Every 3rd Issue Monthly cost _____

Begin Issue _____ End Issue _____

CHIA Journal Ad Specifications and Pricing

Rates & sizes:	Full page	\$525.00	7½"w x 9 5/8"h (7.5"w x 9.625"h)
	2/3 Page	\$365.00	4 7/8"w x 9 5/8"h (4.875"w x 9.625"h)
	½ Page	\$290.00	7½"w x 4¾"h (7.5"w x 4.75"h)
	1/3 Pg Horiz	\$210.00	4 7/8"w x 4¾"h (4.875"w x 4.75"h)
	1/3 Pg Vert	\$210.00	2 5/16"w x 9 5/8"h (2.312"w x 9.625"h)
	1/6 Pg Horiz	\$125.00	4 7/8"w x 2¼"h (4.875"w x 2.25"h)
	1/6 Pg Vert	\$125.00	2 5/16"w x 4¾"h (2.312"w x 4.75"h)
	1/12 Page	\$ 80.00	2 5/16"w x 2¼"h (2.312"w x 2.25"h)

All ads to be submitted electronically to CHIA: Advertise@CaliforniaHIA.org

- All advertisements in the *CHIA Journal* are not commissionable. All rates are net.
- A 15% discount is available for clients that purchase ads for three or more consecutive issues.
- CHIA Corporate Partners will receive 15% discounts for all ads.
- Rates subject to change
 - All rates are for camera-ready artwork.
- All ads submitted not camera-ready or in a wrong size, will be returned or re-sized or recreated by CHIA with an additional charge of \$50.00. CHIA reserves the right to bill advertisers for any necessary alterations to an ad that does not conform to the stated mechanical specifications.

Advertisers, regardless of agency affiliation, will accept full responsibility for all financial obligations.

Commercial ad specifications

- Ads will be printed in black with the logo printed in blue unless specified that do not wish to be in color. ALL FILES are to be submitted in grayscale and must be bordered.
- Preferred program format is Adobe Illustrator (Mac or PC). We can accept PageMaker, InDesign or PDF (must be exact size to be printed) files. We cannot accept files in other programs, e.g., MSWord, Microsoft Publisher or PowerPoint.
- If any file has placed art or photos, we will need those original files for links.
- Type should be turned to curves (vector) or all type fonts will have to be supplied to us. For best results, do not submit large areas with large black reverse or type smaller than 10 pt. No type smaller than 6 pt. should be expected to reproduce.
- Screens and halftones must be at 150 dpi and 225 resolution.
- All ads must include contact name, or department; and address including zip code. PO Boxes not acceptable by state law.

Classified ads: Not available to ad agencies.

- Specifically for job openings. Rates are \$1.10 per word/numeral designation, three-line minimum. All ads must contain contact name and address and zip code to be accepted.

Membership advertising: "Position Wanted" ads placed by CHIA Active members in good standing will be placed at no charge to the member. Such ads must be submitted in error-free copy to the CHIA Executive Office by the 9th of any month for the next issue. Such ads are printed in a space-available basis determined by CHIA.

Cancellation policy: Cancellations on or before the 9th of the month will be honored with no charge. After the 9th there will be a \$20.00 fee. No cancellations accepted after the 12th of the month.

CHIA disclaims any endorsement of products or services advertised in its advertising section.

The *CHIA Journal* is printed in black ink with blue highlights. Company logos are printed in blue unless otherwise specified. Other colors not available.

CHIA Journal Advertising DEADLINES

<u>Issues</u>	<u>Reservation due</u>	<u>Copy to CHIA Executive Office</u>
December/January	November 10	November 15
June/July	May 10	May 15

ALL other issues have a reservation date of the 6th of the month prior to issue date and copy deadline is the 9th of most months prior to the issue date. Example: March issue, reservation due on February 6, copy submitted to CHIA by February 9th.

Questions and/or submit AD via e-mail Advertise@CaliforniaHIA.org
Large file e-mail Files@CaliforniaHIA.org (please call CHIA first)