

CAL SOUTH SOCCER MAGAZINE



ADVERTISE TO 86,000 ACTIVE HOUSEHOLDS!

Rates

AD SIZE	COLOR	B/W
Full Page	\$3,200	\$2,000
2/3 Page	\$2,720	\$1,700
1/2 Page	\$2,312	\$1,228
1/3 Page	\$1,965	\$1,044
1/4 Page	\$1,670	\$800
1/8 Page	\$650	\$450

Inside front cover, inside back cover
and page 3, add 15%
Back cover, add 20%

2008 Publication Dates

Issue	Street Date	Space Reservation and Payment
February	Feb. 26, 2008	Jan. 7, 2007
May	May. 1, 2008	Mar. 13, 2008
September	Sept. 5, 2008	July 18, 2008
November	Nov. 3, 2008	Sept. 15, 2008

Artwork Submission Deadline

February Issue	January 14, 2008
May Issue	March 20, 2008
September Issue	July 25, 2008
November Issue	September 22, 2008

Art Specifications

Please provide a **TIFF** or **PDF (please outline type)**
Print Ready file with a minimum of **300 dpi** resolution
(**MAC Format**).

Make sure to convert file(s) to **CMYK** & include bleeds
(1/8 inch on all sides) if any.

Ad Sizes: (width x height)

Full Page



Trim Size: 8.125" x 10.875"
No bleed: 7.625" x 10.375"
Full bleed: 8.375" x 11.125"

1/2 Page



Trim Size: 8.125" x 5.437"
No bleed: 7.625" x 4.937"
Full bleed: 8.375" x 5.687"

2/3 Page (H)



Trim Size: 8.125" x 7.25"
No bleed: 7.625" x 6.75"
Full bleed: 8.375" x 7.5"

2/3 Page (V)



Trim Size: 5.4166" x 10.875"
No bleed: 4.9166" x 10.375"
Full bleed: 5.666" x 11.125"

1/3 Page (H)



Trim Size: 8.125" x 3.625"
No bleed: 7.625" x 3.125"
Full bleed: 8.375" x 3.875"

1/3 Page (V)



Trim Size: 2.7083" x 10.875"
No bleed: 2.2083" x 10.375"
Full bleed: 2.9583" x 11.125"

1/4 Page



Trim Size: 4.0625" x 5.4375"
No bleed: 3.5625" x 4.9375"
Full bleed: 4.3125" x 5.6875"

1/8 Page



Trim Size: 4.0625" x 2.7188"
No bleed: 3.5625" x 2.2188"
Full bleed: 4.3125" x 2.9688"

Contact Information

KIM DYER

Asst. Director of Marketing & Sales
Phone: 714.451.1540
Fax: 714.441.0715
Email: kdyer@calsouth.com

INSERTION ORDER - CAL SOUTH MAGAZINE



Company _____

Contact Name _____ Title _____

Address _____ City _____ State/Province _____ Country _____ ZIP/Postal Code _____

(_____)

Phone _____ E-mail _____

Product/Service _____ Website _____

ADVERTISING OPTIONS

AD SIZE	PRICE (COLOR)	MARK YOUR SELECTION HERE	PRICE (B/W)	MARK YOUR SELECTION HERE
Full Page	\$3,200		\$2,000	
2/3 Page	\$2,720		\$1,700	
1/2 Page	\$2,312		\$1,228	
1/3 Page	\$1,965		\$1,044	
1/4 Page	\$1,670		\$800	
1/8 Page	\$650		\$450	
PUBLICATION DATES 2008	Please circle selection below.			
	FEB. '08	MAY '08	SEPT. '08	NOV. '08

PAYMENT / BILLING INFORMATION

AMOUNT DUE: \$ _____

I authorize Cal South to charge my credit card identified below for all charges associated with this insertion order.

CREDIT CARD TYPE: VISA MASTERCARD AMERICAN EXPRESS

CREDIT CARD NUMBER: _____

EXPIRATION DATE: _____

TERMS AND CONDITIONS

All advertising material is subject to approval by Cal South. Cal South accepts advertising placed by advertising agencies placed on behalf of their clients. As such, all costs and liabilities associated with the placement of such advertising are the responsibility of the company for which such advertising space was ordered. Failure on the part of advertising agencies to pay for space ordered does not release the client company from the obligation of paying for all costs contracted on the company's behalf. Payment must be received by the date specified on the publication rate sheet. Failure to do so may cause the order to be cancelled. Cal South reserves the right to determine the suitability of all ads submitted for publication and distribution, and to reject advertising that does not meet its editorial or production criteria.

I HAVE READ, UNDERSTAND, AND AGREE TO ALL TERMS AND CONDITIONS OF THIS AUTHORIZATION FORM.

Signed: _____

Title: _____

Date: _____

**If paying with credit card, please fax insertion order to Kim Dyer at (714) 441-0715. If paying by check or money order, please mail insertion order and payment to: Cal South, Attn: Kim Dyer, 1029 S. Placentia Ave., Fullerton, CA 92831.