



2009 Membership Directory
Insertion Order

Date: _____ Company: _____ Contact Name: _____

Address: _____ Phone: _____

*** Premium Ad Space**

Back Cover (Full Page Color ONLY): _____ \$1750 X _____

Inside Front Cover (Full Page Color ONLY): _____ \$1500 X _____ SOLD

Inside Back Cover (Full Page Color ONLY): _____ \$1500 X _____

Total: \$ _____

- OR -

*** Regular Ad Space**

Color

Full-Page: \$1000 X _____

1/2-Page: \$750 X _____

1/4-Page: \$500 X _____

Total: \$ _____

*** CALSGAGA Member Savings:** (25% off above total)

Discount: (\$ _____)

*** Request for Special Placement** (Non-Discounted)

Please Specify Preferred Location: _____

+ \$50

GRAND TOTAL: \$ _____

*** Payment** (please mark preferred payment schedule and method)

_____ Pay in full OR _____ Pay per issue _____ Check (made payable to CALSGAGA)

_____ VISA _____ MC / Credit Card no: _____ Exp: _____

Order authorized pursuant to the standard terms and conditions on page (2) of this form. Details of individual insertions and fees attached.

By signing this form, the advertiser agrees that they are authorized to sign and bind their entity, and that they agree to the terms and conditions contained in this agreement.

Signature: _____ Date: _____

Print Name: _____ Title: _____

Terms & Conditions

Advertising in the Membership Directory

1. All advertising is subject to CALSAGA's approval. CALSAGA reserves the right to reject any advertising which it feels is not keeping with the publication's standards.
2. All advertising orders are accepted subject to the terms and provisions of the current rate sheet.
3. Advertiser agrees to indemnify, defend, and hold harmless CALSAGA for any and all liability for content, (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements printed, or the unauthorized use of any person's name or photograph arising from the CALSAGA's reproduction and publishing of such advertisements pursuant to the advertiser's order. CALSAGA reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
4. CALSAGA's liability for any error will not exceed the charge for the advertisement in question.
5. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.
6. Any deliberate attempt to simulate the publication format is not permitted, and the publisher reserves the right to place the word "advertisement" on any advertisement.
7. No guarantee for specified position is made unless the position premium has been provided for the contract.
8. Closing dates for insertion orders (reservations) and "publication" materials (artwork) are listed in the editorial calendar. Reservations may not be cancelled after the reservation deadline. For advertisers who do not provide artwork by the ad deadline, CALSAGA reserves the right to re-run a prior ad at full price. If an ad re-run is not possible, an advertiser will be charged a **75% cancellation fee** of the appropriate ad rate and CALSAGA may place a "house ad" or any other ad in the space reserved.
9. Agreements, conditions, rates or regulations not set forth here or in the contract form will not be binding. Specifically, no conditions, printed or otherwise, appearing on the advertiser's insertion order, billing instruction, or copy instructions, which conflict with CALSAGA's stated policies will be binding on CALSAGA.
10. **Payment:** Checks should be made payable to CALSAGA. Payment is due upon publication. Credit cards (Visa & MasterCard) are also accepted.