



One Capitol Mall Ste 320, Sacramento, CA 95814
 Phone: (916) 325-2361 Fax: (916) 44-7462
 Web: www.cafda.org

CFDA Newslines Advertising Rate Card

B&W Display Rates

Insertions by contract	1 time	2 or 3 times	4 times
Full Page	\$750	\$600	\$500
Half Page	\$500	\$400	\$350
Quarter Page	\$250	\$200	\$175

Placement Requests

Special Requests	
2-page spread	Deduct 10%
Bleed	No charge
Center spread	\$200
Inside front cover	\$100
Inside back cover	\$50
Outside back cover	\$100
Special placement	\$50

Additional Charges	
Film	\$25 per piece of film
Hard copy	\$40 per ad

Ad Dimensions

Dimensions	Width	Height
Publication trim size	8.5"	11"
Full page	8.5"	11"
Half page (H)	7.5"	4.875"
Half page (V)	3.625"	10"
Quarter page	3.625"	4.875"

Closing Dates

CFDA Newslines are published on a quarterly basis. The closing date for advertisements is the 20th day of the month prior to publishing. Advertisers should verify the printing schedule with the publisher when placing a request for advertisement.

Payment Terms

All payments for each issue are to be paid in full within 30-days after invoice date. Advertisers shall accrue a penalty of 25% of their balance for each month payment is outstanding by more than 60 days from invoice date and future ad insertion contracts will be held until CFDA receives full payment due.

Circulation

Approximately 800 funeral directors, embalmers and arrangement counselors receive Newslines. Distribution includes California members.

For More Information

For more information contact:
 Gloria Peterson, Account Coordinator
 CFDA
 One Capitol Mall, Ste 320
 Sacramento, CA 95814
 E-mail: gpeterson@amgroup.us
 Phone: (916) 325-2361



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CFDA Newslines Advertising Contract

Advertising Acceptance: CFDA reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged and accepted, and/or if for any reason it becomes necessary to omit the ad. Acceptance of an ad does not mean endorsement by CFDA of the products and/or services advertised, the advertising parties, or the claims made in said ad. The advertising party accepts full and sole responsibility for the accuracy and truthfulness of statements made in their advertisements. All monies received will be refunded if your ad is declined by CFDA. CFDA accepts advertising on a first come, first serve basis as space permits.

Graphic Services: CFDA does not provide graphic services for display advertising. If your display ads do not meet our minimum specifications, no changes will be made in CFDA's office, and the ad will be refused.

Cancellation: Advertisers withdrawing advertisements within 15 days prior to publication shall pay 50% of gross amount owed.

Materials: Advertisers or authorized agency must forward all materials, in accordance with deadline schedule to Gloria Peterson– gpeterson@amgroup.us (subject: *CFDA Newslines*)

Company Name Contact

Address

City, State, Zip

Phone Fax

E-mail

Mark all issues that apply for this insertion contract (up to four issues)

- Spring 2008 (due 3/10) Summer 2008 (due 7/10)
 Fall 2008 (due 9/15) Winter 2008 (due 1/10)

Ad Size:
___ 1/4 ___ 1/2 ___ Full Page

Artwork: ___ Use Current ___ New Artwork Coming

Number of insertions (up to 4 per contract) _____

TOTAL COST (AMOUNT TO BE INVOICED): \$ _____

Authorized Signature Date

NOTE: Signature indicates agreement to make payment in full within 30 days of invoice, for each insertion noted above.