

Poppy Seeds

Rates

ADVERTISING RATES

Black-and-White Base Rates per issue.

AD SIZES	1X	2X	4X
Full Page	\$500	\$485	\$450
Full-page Spread	1,000	970	900
½ page	325	315	293
¼ page	175	169	158
Inside covers	750	729	675
Back cover	1,000	970	900

COLOR RATES

Spot color , per color (cyan, magenta, yellow)	\$300
Four color process , per page	\$800
Bleeds	Add 10% of space rate
Guaranteed Positioning	Add 15% of space rate

MECHANICAL REQUIREMENTS

- ◆ Electronic version of ad must be supplied (quark express with all fonts, Adobe Acrobat file (with fonts embedded, print quality), eps file with fonts **Include press-quality PDF with fonts/art embedded as well.**)
- ◆ Screen – 133-150 line screen.
- ◆ Publication trim size is 8-1/2" x 11"
- ◆ Bleed size is 8-3/4" x 11-3/4"
- ◆ Type area is 7-1/2" x 10"

Art and reproduction proofs must be furnished by advertiser.
 Artwork/negatives will not be returned unless specifically requested.
 All initial set-ups or copy changes to be billed at cost.

ELECTRONIC FILES

- ◆ Digital ad in QuarkXpress, Adobe Illustrator or Adobe Photoshop, built in CMYK (No RGB files). **Include PDF with fonts/art embedded.**
- ◆ Transfer Media: Zip or CD-ROM disk.
- ◆ Include all screen and printer fonts on disk.
- ◆ Poppy Seeds preference is to have files built in layers; if you have embedded files, please include them on disk.
- ◆ A composite color proof of ad files must be included to ensure accuracy.
- ◆ Any work performed on ads because they are not built in to specification will be charged direct production fees at the rate of \$60 per hour.

STANDARD AD SIZES

	WIDTH	DEPTH
2 Page Spread (Bleed)	16-3/4"	11-3/4"
2 Page Spread	16"	10"
Full Page Bleed	8-3/4"	11-3/4"
Full Page Image	7-1/2"	10"
½ Page Horizontal	7-1/2"	4-1/2"
½ Page Vertical	3-3/4"	10"
¼ Page Vertical	3-3/4"	4-3/4"

●●●●●●●●●●
 One complimentary issue will be mailed to each advertiser.
 Additional copies \$6 each. Annual subscription \$20 (4 issues).
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ISSUE & CLOSING DATES

Poppy Seeds is published quarterly.

ISSUE	MONTH	SPACE RESERVATION DEADLINE	CAMERA-READY COPY/PAYMENT DEADLINE
Winter 2011 <i>Conference Issue</i>	January	November 20	November 25
Spring 2011	April	February 15	February 20
Summer 2010	July	May 15	May 20
Fall 2010	October	August 15	August 20

◆ Cancellations not accepted after the deadline for space reservations, and must be in writing.

◆ When change in copy is not received by the closing date for copy, the copy run in the previous issue will be inserted. Publisher reserves the right to bill the advertiser for the space ordered.

◆ Exact dimensions must be specified with reservation.

FREQUENCY DISCOUNTS

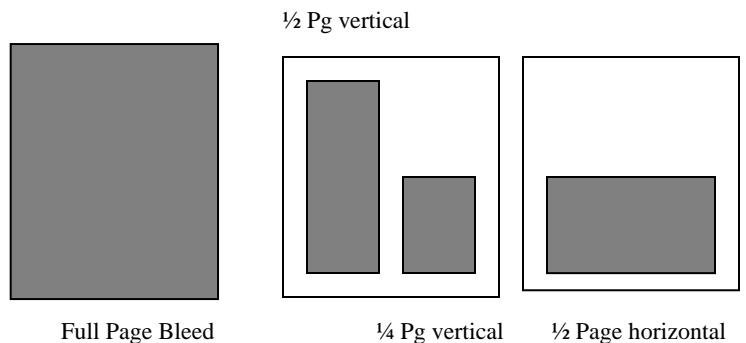
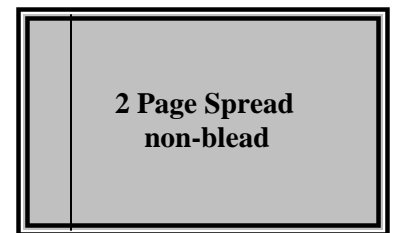
Advertising must be inserted within one year of first insertion to earn the 2X or 4X frequency discount. Frequency rates may also be earned by running two or four advertisements in the same issue(s). Different size ads may be combined to earn frequency discounts in a contract year.

PLACEMENT

Preferential placement of ads is given to those firms who have been advertising in *Poppy Seeds* for the longest period of time. Once a position has been assigned, the advertiser may retain this position as long as the ad continues in each issue. Preferred space is honored on basis of date of receipt of the advertising contract. Full pages ads are given right-hand page preference. Ads of competing companies are separated by no less than three pages. Color ads are placed throughout the magazine to give balance and facilitate press runs.

DISKS, PROOFS AND INSERTION ORDERS SHOULD BE SENT DIRECTLY TO:

CSNA amber@emaoffice.com
 210 N. Glenoaks Blvd, Ste C.
 Burbank, CA 91502



California School Nutrition Association Advertising Contract

This insertion order will authorize you to run our advertising in the following issues of *Poppy Seeds*:

	Year	Ad Size <small>(indicate vertical or horizontal)</small>	Cost
Winter	_____	_____	_____
Spring	_____	_____	_____
Summer	_____	_____	_____
Fall	_____	_____	_____



**CALIFORNIA
SCHOOL NUTRITION
ASSOCIATION**

OPTIONS (per issue):

- | | | |
|---------------------|-------|----------------|
| Bleed | _____ | |
| Spot Color (each) | _____ | Specify: _____ |
| 4 Color | _____ | Specify: _____ |
| Inside Covers | _____ | |
| Back Cover | _____ | |
| Guaranteed Position | _____ | Specify: _____ |

Total Cost: _____

TERMS AND CONDITIONS

- ♦ Payment is required with contract for first insertion and by the camera-ready copy/payment deadline for each following contracted issue.
- ♦ If payment is not received by the issue payment deadline, the publisher reserves the right to exclude the advertisement.
- ♦ Rates subject to change upon 30 days notice in writing from publisher.
- ♦ Publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by camera-ready copy deadline.
- ♦ Cover positions are non-cancelable.
- ♦ No cancellations will be accepted after the deadline for space and must be in writing.
- ♦ Cancellation of any portion of a contract voids all rate and position protection.
- ♦ Placement is on a first-come, first-served basis. The publisher makes every attempt to separate ads of competing companies by no fewer than three pages.
- ♦ The publisher reserves the right to cancel or reject any advertising.
- ♦ The publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such moneys as are due and payable to the publisher.
- ♦ All advertisements are accepted and published by the publisher upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof.
- ♦ Advertiser and agency agree to indemnify and save the publisher harmless from any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism or copyright infringement.
- ♦ Publisher's liability for any error will not exceed the value of space occupied by such error.

Firm Name _____ Phone No. () _____

Address _____ Fax No. () _____

City _____ State _____ Zip _____

Signature _____ Date _____

Email _____

Print Name & Title _____

PAYMENT IS REQUIRED WITH CONTRACT FOR FIRST INSERTION AND BY THE PAYMENT DEADLINE FOR EACH FOLLOWING CONTRACTED ISSUE.

Credit Card Number _____	Expiration Date _____	Amount to be charged _____
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Send complete advertising contract to:
 California School Nutrition Association
 210 N. Glenoaks Blvd., Ste. C
 Burbank, CA 91502
 818.842.3040 FAX: 818.843.7423