

**CALIFORNIA SCHOOL NUTRITION ASSOCIATION
POPPY SEEDS RATE CARD AND CONTRACT**

ADVERTISING RATES

BLACK AND WHITE BASE RATES PER ISSUE

<u>AD SIZES</u>	<u>RUNS... 1 TIME</u>	<u>2 TIMES</u>	<u>4 TIMES</u>
FULL PAGE	\$500	\$485	\$450
TWO PAGE SPREAD	\$1000	\$970	\$900
1/2 PAGE	\$325	\$315	\$293
1/4 PAGE	\$175	\$169	\$158
INSIDE COVERS*	\$750	\$729	\$675
BACK COVER*	\$1000	\$970	\$900

*BASED ON AVAILABILITY

COLOR RATES PER ISSUE (ADD TO PRICES ABOVE)

SPOT COLOR (CYAN, MAGENTA, YELLOW)	
PER COLOR, PER ISSUE	\$300
FULL COLOR PER FULL PAGE, PER ISSUE	\$800
FULL COLOR PER 1/2 OR 1/4 PAGE, PER ISSUE	\$400

BLEEDS ADD 10% OF SPACE RATE
 GUARANTEED POSITIONING* ADD 15% OF SPACE RATE

*BASED ON AVAILABILITY

FREQUENCY DISCOUNTS

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

MECHANICAL REQUIREMENTS

- Electronic version of ad MUST be supplied. *A Press Ready PDF with fonts/art embedded*
- Screen - 133-150 line screen
- Publication size is 8.5 inches x 11 inches
- Bleed size is 8.75" x 11.25"
- Type area is 7.5" x 10"

ELECTRONIC FILES

- Digital ad in InDesign, Adobe Illustrator, Adobe Photoshop in CMYK (no rgb files). Include ALL fonts and art work. Include PDF of final ad with fonts/art embedded to ensure accuracy.
- Transfer media via ZIP, FTP or Disc. Call or email CSNA for FTP information
- Poppy Seeds preference is to have files built in layers. If you have embedded files, please ensure that they are included in what is sent
- Work performed on ads not built to specifications outlined above will be billed direct production fees at a rate of \$80 per hour

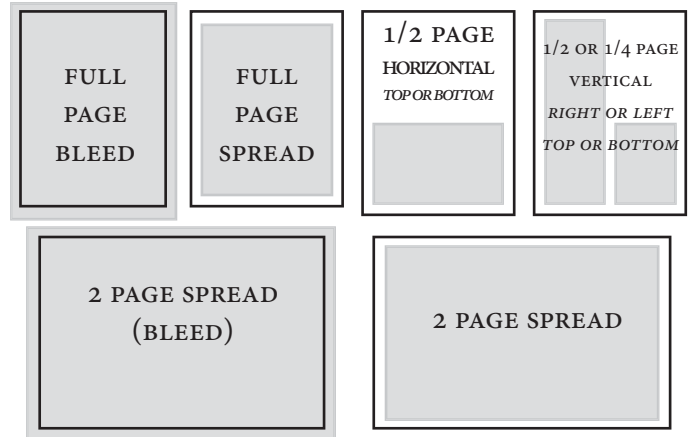
SEND FILES TO POPPYSEEDS@CALSNA.ORG

OR CALL (818)842-3040

FOR INSTRUCTIONS ON SENDING LARGER FILES TO FTP SITE.

STANDARD AD SIZES & PLACEMENT

	<u>WIDTH</u>	<u>DEPTH</u>
2 PAGE SPREAD (BLEED)	16.75" X	11.75"
2 PAGE SPREAD	16" X	10"
FULL PAGE (BLEED)	8.75" X	11.75"
FULL PAGE IMAGE	7.5" X	10"
1/2 PAGE HORIZONTAL	7.5" X	4.5"
1/2 PAGE VERTICAL	3.75" X	10"
1/4 PAGE VERTICAL	3.75" X	4.75"



PLACEMENT OF ADS

Ads are placed throughout the magazine to give balance and facilitate press runs. Full page ads are given right hand page preference. Guaranteed page placement is available for an additional fee and is subject to availability of preferred space. When applicable, Preferential placement of ads is given to those firms that have been advertising in Poppy Seeds for the longest period of time. Preferred space is honored on the basis of date of receipt of the advertising contract. Every effort is made to ensure that ads of competing companies are separated by no less than three pages.

ISSUE AND CLOSING DATES

POPPY SEEDS IS PUBLISHED QUARTERLY

<u>ISSUE</u>	<u>IN MAIL</u>	<u>PRESS READY ART & PAYMENT DUE</u>
Winter	January	November 15
Spring	April	February 15
Summer	July	May 15
Fall	October	August 15

- Cancellations not accepted after space reservation deadline and MUST be made 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 reservations

CALIFORNIA SCHOOL NUTRITION ASSOCIATION
POPPY SEEDS ADVERTISING CONTRACT

This insertion order will authorize CSNA to run our ad in the following issue(s) of *Poppy Seeds* Magazine.

YEAR	AD SIZE/TYPE/COVER <small>1/2 PAGE ADS, PLEASE INDICATE VERTICAL OR HORIZONTAL INSIDE COVERS & BACK COVER BASED ON AVAILABILITY</small>	BASE RATE
WINTER _____	_____	_____
SPRING _____	_____	_____
SUMMER _____	_____	_____
FALL _____	_____	_____
		SUB-TOTAL _____

One complimentary issue of *Poppy Seeds* will be mailed to each Advertiser. Additional Copies of *Poppy Seeds* available for \$6 each. Annual Subscription (4 issues) - \$20

OPTIONS	ADDITIONAL FEE	X # OF ISSUES	ADDITIONAL COST(S)
Full Color Full Page	@ \$800	X # of issues _____ =	_____
Full Color 1/2 or 1/4 Page	@ \$400	X # of issues _____ =	_____
Spot Color (Each)	@ \$300	X # of issues _____ =	_____
Bleed	plus 10%	X # of issues _____ =	_____
Guaranteed Position* <small>*BASED ON AVAILABILITY</small>	plus 15%	X # of issues _____ =	_____
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-reserved 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 _____

Contact Name _____ Title _____

Address _____ City _____ State _____ Zip _____

Email _____ Phone _____ FAX _____

By signing, you agree to the Terms & Conditions outlined in the Contract and on the Rate Card. No Ads will be accepted without signed contract.

Signature _____

PAYMENT IS REQUIRED WITH CONTRACT FOR FIRST INSERTION AND BY THE PAYMENT DEADLINE FOR EACH FOLLOWING CONTRACTED ISSUE. CHECKS MADE PAYABLE TO CSNA. CREDIT CARD PAYMENTS MAY BE FAXED TO (818)843-7423.

Credit Card Number _____ Expires _____ Security Code _____

Billing Address _____ Billing Zip Code _____

Name on Card _____ Authorized Signature _____

SEND COMPLETE ADVERTISING CONTRACT TO:

CSNA, PO Box 11376, BURBANK, CA 9151002 OR FAX TO (818)843-4423

QUESTIONS? CALL (818)842-3040 OR EMAIL TO POPPYSEEDS@CALSNA.ORG

SEND FILES TO POPPYSEEDS@CALSNA.ORG OR CALL (818)842-3040 FOR INSTRUCTIONS ON SENDING LARGER FILES TO FTP SITE.