



2012 INSERTION ORDER: Cal South E-News

CAL SOUTH - Excellence in Soccer | 1029 S. Placentia Ave Fullerton, CA 92831

BRITNEY GAMBLE | Sales & Sponsorship Account Manager | Phone: 714.451.1540 | Fax: 714.441.0715 | E-mail: bgamble@calsouth.com

DELIVER YOUR MESSAGE TO OVER **70,000** ADDRESSES!

▶

Company Name

▶

Contact Name Title

▶ ▶ ▶ ▶ ▶

Address City State/Province Country ZIP/Postal Code

▶ ▶ ▶ ▶ ▶

Phone Fax E-mail Website

▶

Product/Service

2012 PUBLICATION INFORMATION / ADVERTISING OPTIONS

	January	February	March	April	May	June	July	August	September	October	November	December
Submission	Jan. 5	Feb. 2	Mar. 1	Apr. 5	May. 3	May 31	Jul. 5	Aug. 2	Aug. 30	Oct. 4	Nov. 1	Nov. 29
Art Due	Jan. 12	Feb. 9	Mar. 8	Apr. 12	May 10	Jun. 7	Jul. 12	Aug. 9	Sept. 6	Oct. 11	Nov. 8	Dec. 6
Broadcast	Jan. 19	Feb. 16	Mar. 15	Apr. 19	May 17	Jun. 14	Jul. 19	Aug. 16	Sept. 13	Oct. 18	Nov. 15	Dec. 13
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please mark your selection in the box(es) above.

	BANNER SIZES	RATE
<input type="checkbox"/>	234 (width) x 60 (height) pixels - Banner	\$525 Each
<input type="checkbox"/>	240 (width) x 400 (height) pixels - Skyscraper	\$925 Each
<input type="checkbox"/>	728 (width) x 90 (height) pixels - Footer	\$725 Each

Please mark your selection in the box(es) above. See artwork spec page for page size diagrams.

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 DISCOVER

▶ ▶ ▶ ▶ ▶

Credit Card Number Cardholder Name Expiration Date (MM/YY) CVC/CVV Code #

▶ ▶ ▶ ▶ ▶

*Billing Address (if different than address above) *City *State/Province *Country *ZIP/Postal Code

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 (MM/DD/YYYY)

If paying with a credit card, please fax insertion order to Rebecca Nelson at 714.451.1016.

If paying by check or money order, please mail insertion order and payment to: Cal South, Attn: Britney Gamble, 1029 S. Placentia Ave., Fullerton, CA 92831.



2012 INSERTION ORDER:
Cal South E-News

CAL SOUTH - Excellence in Soccer | 1029 S. Placentia Ave Fullerton, CA 92831

BRITTNEY GAMBLE | Sales & Sponsorship Account Manager | Phone: 714.451.1540 | Fax: 714.441.0715 | E-mail: bgamble@calsouth.com

ARTWORK SPECS

All artwork sizes are specified in pixels as width x height.

CAL SOUTH E-NEWS AD SIZES

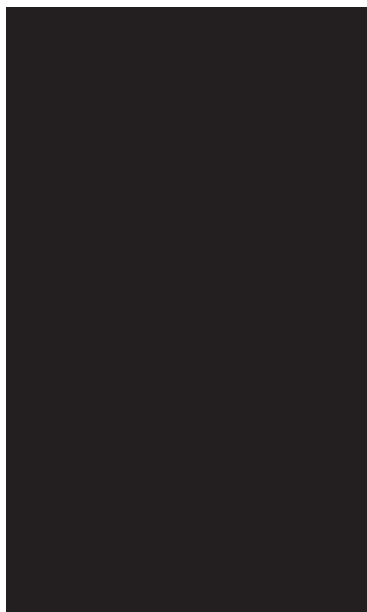
BANNER:

234px x 60px
72DPI



SKYSCRAPER:

240px x 400px
72DPI



FOOTER:

728px x 90px
72DPI



FILE SUBMISSION INFO

- Create or convert files to RGB Color.
- Resolution: 72 DPI resolution.
- Submit files as one of the following file types to maximize compatibility:
 .JPEG or .GIF - **NO** Adobe Flash files please.
- Cal South will NOT resize artwork.

Files may be sent directly to Patrick Johnson at pjohnson@calsouth.com. If you would prefer to upload your file using our Basecamp project management system - please contact Patrick Johnson at pjohnson@calsouth.com, or Logan Johnson at ljohnson@calsouth.com to have an account set up for you.