



# 2012 INSERTION ORDER: Cal South Soccer Magazine

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

## ADVERTISE TO **110,000** ACTIVE HOUSEHOLDS IN SOUTHERN CALIFORNIA!

▶

Company Name \_\_\_\_\_ ▶

Contact Name \_\_\_\_\_ Title \_\_\_\_\_ ▶

Address \_\_\_\_\_ City \_\_\_\_\_ State/Province \_\_\_\_\_ Country \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ ▶

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_ Website \_\_\_\_\_ ▶

Product/Service \_\_\_\_\_

### 2012 PUBLICATION INFORMATION

	ISSUE	STREET DATE	CLOSING/PAYMENT DATE	ARTWORK DUE
<input type="checkbox"/>	February (Soccer Nation Expo)	February 10, 2012	December 22, 2011	December 29, 2011
<input type="checkbox"/>	May	May 7, 2012	March 23, 2012	March 30, 2012
<input type="checkbox"/>	September (Fall Kick-off)	August 4, 2012	June 22, 2012	June 29, 2012
<input type="checkbox"/>	November	November 09, 2012	September 21, 2012	September 28, 2012

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

### ADVERTISING PAGE RATES

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	1/8 PAGE
<b>COLOR</b>	<input type="checkbox"/> \$3,200	<input type="checkbox"/> \$2,720	<input type="checkbox"/> \$2,312	<input type="checkbox"/> \$1,965	<input type="checkbox"/> \$1,670	<input type="checkbox"/> \$650
<b>B/W</b>	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$1,228	<input type="checkbox"/> \$1,044	<input type="checkbox"/> \$800	<input type="checkbox"/> \$450

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: Brittney Gamble, 1029 S. Placentia Ave., Fullerton, CA 92831.

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## ARTWORK SPECS

All artwork sizes are specified as width x height.

Note: "Trim Size" specifies the final, cut paper dimensions. If your ad artwork reaches the edge of the page, please submit artwork with "Full Bleed" specs to avoid trimming errors.

### CAL SOUTH MAGAZINE AD SIZES

#### FULL PAGE:

Trim Size: 8.125" x 10.875"

No Bleed: 7.625" x 10.375"

Full Bleed: 8.375" x 11.125"



#### 1/2 PAGE (H):

Trim Size: 8.125" x 5.437"

No Bleed: 7.625" x 4.937"

Full Bleed: 8.375" x 5.687"



#### 1/2 PAGE (V):

Trim Size: 4.0625" x 10.875"

No Bleed: 3.5625" x 10.375"

Full Bleed: 4.3125" x 11.125"



#### 2/3 PAGE (H):

Trim Size: 8.125" x 7.25"

No Bleed: 7.625" x 6.75"

Full Bleed: 8.375" x 7.5"



#### 2/3 PAGE (V):

Trim Size: 5.4166" x 10.875"

No Bleed: 4.9166" x 10.375"

Full Bleed: 5.666" x 11.125"



#### 1/3 PAGE (H):

Trim Size: 8.125" x 3.625"

No Bleed: 7.625" x 3.125"

Full Bleed: 8.375" x 3.875"



#### 1/3 PAGE (V):

Trim Size: 2.7083" x 10.875"

No Bleed: 2.2083" x 10.375"

Full Bleed: 2.9583" x 11.125"



#### 1/4 PAGE:

Trim Size: 4.0625" x 5.4375"

No Bleed: 3.5625" x 4.9375"

Full Bleed: 4.3125" x 5.6875"



#### 1/8 PAGE:

Trim Size: 4.0625" x 2.7188"

No Bleed: 3.5625" x 2.2188"

Full Bleed: 4.3125" x 2.9688"



### FILE SUBMISSION INFO

- Create or convert files to CMYK Color.
- Resolution: **MUST** be a minimum of 300 DPI.
- Submit files as one of the following file types to maximize compatibility:  
 .TIFF, .PDF (with embedded or outlined type), or .EPS.

Files under 12MB may be sent directly to Logan Johnson at [ljohnson@calsouth.com](mailto:ljohnson@calsouth.com). If your file is larger, or you would prefer to upload your file using our Basecamp project management system - please contact Logan Johnson at [ljohnson@calsouth.com](mailto:ljohnson@calsouth.com), or Patrick Johnson at [pjohnson@calsouth.com](mailto:pjohnson@calsouth.com) to have an account set up for you.