



2008 MEMBERSHIP DIRECTORY
AND

"THE DESERT CONTRACTOR"

Desert Contractors' Association Publications

ADVERTISEMENT SIZING AND PRICING

Contact the DCA office for an ad contract or for further information at
760-200-9202 or info@desertcontractors.org.

Directory Ad Size and Pricing – All Ads are Color

Back Cover Full Page (7 1/2" x 10") no bleed)	\$1,323.00
Inside Full Page (7 1/2" x 10") no bleed)	\$ 992.00
1/2 Page (4 7/8" x 7 1/2") horizontal)	\$ 827.00
1/4 Page (3 5/8" x 4 7/8") vertical)	\$ 662.00
Business Card (2" x 3 1/2") horizontal)	\$ 441.00

The Membership Directory is published once a year in January with circulation being throughout 2008. The deadline for advertisement submission is January 7, 2008!

"The Desert Contractor" Ad Size and Pricing

Back Cover Full Page (7 1/2" x 10") no bleed)	\$3,473.00
Inside Full Page (7 1/2" x 10") no bleed)	\$1,737.00
1/2 Page (4 7/8" x 7 1/2") horizontal)	\$1,621.00
1/4 Page (3 5/8" x 4 7/8") vertical)	\$ 926.00
Business Card (2" x 3 1/2") horizontal)	\$ 520.00

"The Desert Contractor" Journal is published six times throughout the year; with Ad pricing for the year of six issues. The deadline for advertisement submission varies throughout the year. Ad changes throughout the year are allowed and encouraged; see the ad contract for exact submission dates.

****Package Pricing for both Directory and "The Desert Contractor" Journal****

10% off the 6 issue "The Desert Contractor" Journal ad pricing when both the Directory and "The Desert Contractor" Journal ad space is purchased at the same time.

Ad Requirements

1. Camera Ready Electronic Files (C.R.E.F.) should be sent to the DCA Office by noted deadlines. They can be mailed, dropped off or emailed to info@desertcontractors.org. Files should be created in QuarkXpress 4, Illustrator 7.0, or Photoshop 5.5 (300 dpi). Formats should be .jpeg, tiff, eps or high res .pdf. Files should be saved on CD or 100 mg Mac formatted zip disk.
2. A \$25.00 Scanning Charge, if scanning of an ad or business card is needed.



2008 MEMBERSHIP DIRECTORY

A Desert Contractors' Association Publication

2008 MEMBERSHIP DIRECTORY ADVERTISEMENT CONTRACT

Date: _____

Company: _____ Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

The advertiser agrees to purchase the following advertising in the DCA 2008 MEMBERSHIP DIRECTORY.

Ad Type Purchased: _____ Amount \$ _____

Payment Method: Visa MasterCard AMEX Check

Credit Card Number: _____ Exp: _____

Signature of Card Holder: _____

Directory Ad Size and Pricing

Back Cover Full Page (7 1/2" x 10") no bleed	\$1,323.00
Inside Full Page (7 1/2" x 10") no bleed	\$ 992.00
1/2 Page (4 7/8" x 7 1/2") horizontal	\$ 827.00
1/4 Page (3 5/8" x 4 7/8") vertical	\$ 662.00
Business Card (2" x 3 1/2") horizontal	\$ 441.00
Scanning Fee (Biz card or ads that are not camera ready)	\$ 25.00

The Membership Directory is published once a year in January with circulation being throughout 2008. The deadline for advertisement submission is Monday, January 7, 2008.

THE TERMS OF THIS AGREEMENT

- For the duration of this agreement, the advertiser will provide completed copy to the publisher by the scheduled deadline. Contract advertisements from the previous issues will be used if changes and/or copy are not received by ad deadline date of the next issue. The publisher reserves the right to refuse any advertising copy and to make adjustments in size and layout to fit publication requirements at its sole discretion.
- All Ads are to be **PAID IN FULL** prior to print or with submission of ad copy.
- Every effort will be made to comply with reasonable requests, however, specific positions cannot be guaranteed unless priority position is reserved and annotated above.
- Advertiser acknowledges receipt of the error credit policy and agrees to the policies set forth therein.
- Advertiser agrees to indemnify, the publisher, from any claims arising out of publication of copy submitted by the advertiser (including but not limited to claims for libel, plagiarism, violation of rights of privacy, copyright and trademark infringement). Advertiser agrees to accept all liability for the content of their ads.
- Camera-Ready Ads must be received.** Ads received that are not Camera-Ready needing additional work, may have added fees. Notification will be provided if this is necessary before changes are made. **A \$25.00 Scanning Charge, if scanning of an ad or business card is needed.**
- Contractors must have CSLB license number listed on the ad.

Advertiser: _____ Date: _____

Fax the contract to 760-200-9204

Call or email the DCA office if you have any questions, 760-200-9202, info@desertcontractors.org.
Mail check payments and ads to: DCA, P.O. Box 10190, Palm Desert, CA 92253-0190.
Ads can be emailed to the above email address.



The DESERT CONTRACTOR

A Desert Contractors' Association Publication

2008 DCA JOURNAL ADVERTISEMENT CONTRACT

Date: _____

Company: _____ Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

The advertiser agrees to purchase the following advertising in the "The Desert Contractor" Journal.

Ad Type Purchased: _____ Amount \$ _____

Payment Method: Visa MasterCard AMEX Check

Credit Card Number: _____ Exp: _____ CC Security# _____

Signature of Card Holder: _____

Ad Size

Full Year (6 issues)

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Business Card (2" x 3 1/2") horizontal	\$ 520.00
Scanning Fee	\$ 25.00

(Biz card or ads that are not camera ready)

Deadlines for changes to advertisement submission:

Issue

January / February 2008
 March / April 2008
 May / June 2008
 July / August 2008 (Golf Issue)
 September / October 2008
 November / December 2008

Deadline Date

December 15, 2007
 February 15, 2008
 April 15, 2008
 June 15, 2008
 August 15, 2008
 October 15, 2008

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6. Camera-Ready Ads received that are not Camera-Ready needing additional work, may have added fees. Notification will be provided if this is necessary before changes are made. **A \$25.00 Scanning Charge, if scanning of an ad or business card is needed.**
7. Contractors **must** have CSLB license number listed on the ad.
8. Publish dates and issues are subject to change.

Advertiser: _____ **Date:** _____

Fax the contract to 760-200-9204

Or call the DCA if you have any questions, 760-200-9202. Mail Checks to: DCA, PO Box 10190, Palm Desert, CA 92255-0190. Email questions or Ads to info@desertcontractors.org.