



2009/10 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	SOLD!
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 with circulation being throughout 2009 and into 2010. Contact us for the deadline for advertisement submission.

"The Desert Contractor" Ad Size and Pricing

Back Cover 1/2 Page (4 7/8" x 7 1/2") horizontal, full bleed)	\$1,876.00
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 five times throughout the year; with Ad pricing for the year of five issues. The deadline for advertisement submission varies throughout the year. Ad changes throughout the year are allowed and encouraged; see the ad contract or contact Jodi Adams at jodi@desertcontractors.org for the exact submission dates.

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

10% off the 5 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 jodi@desertcontractors.org. Files should be saved on CD or emailed to the DCA in Acrobat, pdf or jpegs.
2. **A \$25.00 Scanning Charge, if scanning of an ad or business card is needed.**



2009/10 MEMBERSHIP DIRECTORY

A Desert Contractors' Association Publication

2009/10 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 2009/10 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	SOLD!
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 with circulation being throughout 2009 and into 2010.

2009/10 Directory Production Schedule

Advertising Deadline for Layout	February 2, 2009
Final Advertising Changes	February 11, 2009
Directory to Printer	March 6, 2009

THE TERMS OF THIS AGREEMENT

1. 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.
2. All Ads are to be **PAID IN FULL** prior to print or with submission of ad copy.
3. Every effort will be made to comply with reasonable requests, however, specific positions cannot be guaranteed unless priority position is reserved and annotated above.
4. Advertiser acknowledges receipt of the error credit policy and agrees to the policies set forth therein.
5. 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.
6. **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.**
7. Contractors must have CSLB license number listed on the ad.

Advertiser: _____ Date: _____

Fax the contract to 760-200-9204

Call or email Jodi at the DCA office if you have any questions, 760-200-9202, jodi@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

2009 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 (5 issues)

Table with 2 columns: Ad Size, Price. Rows include Back Cover, 1/2 Pg, Inside Full Page, 1/2 Page, 1/4 Page, Business Card, and Scanning Fee.

Deadlines for changes to advertisement submission:

Table with 3 columns: Issue, Deadline Date, Printer Date. Rows include 1st, 2nd, 3rd, and 4th Quarter, Golf Issue.

THE TERMS OF THIS AGREEMENT

- 1. For the duration of this agreement, the advertiser will provide completed copy to the publisher by the scheduled deadline.
2. All Ads are to be PAID IN FULL prior to print or with submission of ad copy.
3. Every effort will be made to comply with reasonable requests, however, specific positions cannot be guaranteed unless priority position is reserved and annotated above.
4. Advertiser acknowledges receipt of the error credit policy and agrees to the policies set forth therein.
5. Advertiser agrees to indemnify, the publisher, from any claims arising out of publication of copy submitted by the advertiser...
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.

Revised January 23, 2009