

Advertisement Form

Edition 2, 2019

Deadline for ads: November 1, 2019

Magazine Release: November/December 2019



CLFP Magazine

Company Info

Company: _____ Contact: _____

Address: _____ Phone: _____

City: _____ Fax: _____

State & Zip: _____ Email: _____

Advertising Sizes/Rates

| | |
|--|--------|
| <input type="checkbox"/> 2 Page Spread | \$1400 |
| Bleed: 17" x 11.125" | |
| Live: 16.75" x 10.875" | |
| <input type="checkbox"/> Full Page | \$900 |
| Bleed: 8.625" x 11.125" | |
| Live: 8.375" x 10.875" | |
| <input type="checkbox"/> 1/2 Page Spread | \$950 |
| Bleed: 17" x 5.6875" | |
| Live: 16.75" x 5.4375" | |
| <input type="checkbox"/> 1/2 Page (Horizontal) | \$600 |
| 7.375" x 4.6875" | |
| No Bleed | |
| <input type="checkbox"/> 1/2 Page (Vertical) | \$600 |
| 3.5" x 9.875" | |
| No Bleed | |
| <input type="checkbox"/> 1/4 Page | \$400 |
| 3.5" x 4.8125" | |
| No Bleed | |
| <input type="checkbox"/> Business Card | \$250 |
| 3.5" x 2" | |
| No Bleed | |

Additional Rates:

| | |
|---|-------|
| Prime Ad Space (Full-Page ads only) | \$200 |
| <input type="checkbox"/> Back Inside Cover | |
| <i>Prime ad space is reserved on a first-come, first-served basis with previous publication's cover advertisers given first option for prime ad placements.</i> | |

Advertisement Specifications

Publication printed with 100% vegetable based inks at 200 line screen. Saddle stitch with final trim size of 8.375" x 10.875". FSC certified printer and stock. Advertisements will be printed in full color. You may submit ads in the following formats:

- .pdf, .eps, .psd, .indd, .ai, .tiff
- 300 dpi or higher resolution artwork preferred

Email your artwork to: Lisa Jager, lisa@clfp.com

Use artwork on file.

Payment Information

Method of Payment:

Check MC/Visa AMEX

If check, send invoice to: _____

Total Amount Due: \$ _____

I authorize CLFP to charge my credit card for ad space in the CA Food Producer magazine. I agree to pay total amount due according to card issuer agreement.

Credit Card # _____

Exp Date _____ CCV _____

Billing Address _____

Name _____
(As it appears on card)

Signature _____
(Of authorized card holder. **Electronic signature NOT accepted**)

Email Receipt to: _____



TERMS AND CONDITIONS

TERMS

The California League of Food Producers (CLFP) reserves the right to refuse use of advertisement submitted.

CLFP retains the right to layout placement of advertisement in the publication. Space is reserved only with completed contract and payment. Premium pages are assigned on a first-come, first-served basis, with previous year's cover advertisers given first option for back and inside cover placements.

Rates are subject to change on an annual basis. All rates are based on providing ad copy electronically as a PDF, AI, INDD, PSD, EPS, TIFF, or JPG file type and ready for print. Color advertisements must be provided in CMYK. If artwork supplied by advertiser "COMPANY"/agency is not via suggested format, additional production costs may be billed to the advertiser/agency at trade rates.

CLFP is not responsible for ad copy provided electronically without appropriate links provided. All ad copy becomes the property of CLFP, unless otherwise agreed upon by CLFP and advertiser "COMPANY"/agency.

All efforts are made to preserve advertising materials in their originally-submitted condition. However, neither CLFP nor its agents are responsible for lost or damaged advertising materials after publication.

The advertiser "COMPANY"/agency is solely responsible for the content of the advertisement and assumes complete responsibility for substantiating any and all claims made in the advertisement.

All advertisements are accepted and published on the basis that the advertiser "COMPANY"/agency is authorized to publish the entire content of the advertisement. This includes, but is not limited to "COMPANY's"/agency's representation that all logos, trade names, trademarks, and other similar property contained or referenced in the advertisement, whether registered or not, are the property of "COMPANY" and/or "COMPANY" is authorized to use the property at all times during which the advertisement will be in circulation.

The advertiser "COMPANY" shall hold harmless, and defend and indemnify CLFP and its respective employees, directors, members, officers, agents, contractors and representatives of every type from any claims, losses, damages, and expenses including actual, consequential, and punitive damages and attorneys' fees resulting from publishing the contents of said advertisement, including claims for copyright or trademark infringement, plagiarism, libel, and any other claims that may arise from publishing said advertisement.

CANCELLATIONS

The advertiser "COMPANY"/agency acknowledge that cancellations of space reservations must be received in writing on or before November 1, 2019, in order to receive a full refund. Cancellations will not be accepted and no monies returned after the ad copy deadline of November 1, 2019.

I hereby certify that I am an authorized agent of the above-named company "COMPANY" and have authority to execute this Advertisement Agreement for and on behalf of same. With my signature hereon, the "COMPANY" authorizes the California League of Food Producers to publish the attached advertisement in the California Food Producer, and elsewhere as determined by CLFP.

On behalf of the "COMPANY", I have read and agree to the terms and conditions as set forth on the reverse of this Advertisement Agreement.

[Electronic signature not accepted! Please sign and scan and then email to lisa@clfp.com or fax to 916-640-8156.](mailto:lisa@clfp.com)

Company Name _____

Signature _____ Title _____ Date _____

AGREEMENT MUST BE COMPLETED AND RETURNED TO:
 California League of Food Producers
 2485 Natomas Park Drive, Suite 550, Sacramento, CA 95833
 Estimated Distribution Date: November/December 2019