



California Landscape Contractors Association, Inc.

CHANNEL ISLANDS CHAPTER

c/o El Dorado Communications, Inc. – John R. Hernandez, Editor

19055 Abdera Street, Rowland Heights, CA 91748-2210

PHONE (626) 965-5015 . FAX (866) 591-5093 . EMAIL: eldoradowriters@gmail.com

Dear Green Industry Supplier and CLCA Channel Islands Chapter Advertiser:

Here is your 2017 Channel Islands Chapter Media Kit. It will provide you the vital information you will need to make your advertising decisions for the coming year. **Reach the decision-makers with us!** **Please note that the rates for 2017 are the same as 2016 and several prior years. We are doing all we can to help our advertisers overcome this business downturn!**

Our Chapter is made up of what used to be the Ventura County Chapter and the Santa Barbara Chapter. To communicate with and inform our Chapter members and friends, we have been publishing our beautiful **Chapter Magazine...the Channel Islands Clipper** for the last six years. Now, we want to thank you in advance for your support of our Magazine and Chapter.

The Channel Islands Clipper showcases the hundreds of quality landscapers and Green Industry suppliers in this region in the first class manner they truly deserve. If you have customers or potential customers in our area, LET US REACH THEM FOR YOU by putting your ad in front of them!

The Clipper is published monthly (12 times per year), and printed monthly as well. Every issue is also distributed via EMAIL each month.

- **Printed copies: 400 copies per print month** for mailing and personal distribution at meetings and supplier locations. List includes all Chapter members, Green Industry VIPs, State Officers and other Chapter Presidents, advertisers and other interested landscape contractors wanting a hard copy.
- **Our emailing distribution list continues to grow each month, and is now over 1,500 each issue...** You may visit your current *Channel Islands Clipper* online issue at: www.EldoradoCommunicationsPublications.info
- **Send us your email address and/or email contact list. We'll be happy to email each one of these persons a copy of The Channel Islands Clipper WITH YOUR AD IN IT!**
- **Advertisers: Readers who click onto your ad in our email version of this magazine will be linked to your website at no additional cost to you!**

INSERT INFO: Please send 450 copies per run to insert in the printed version of CLIPPER, as we print extras! Also, please send a PDF of your complete insert (all pages) for inclusion in the email version of our magazine.

Please place or renew your advertising in the *Channel Islands Clipper*. We depend on you, our advertisers, to make our Chapter Magazine possible. Do you have something new happening at your company that you would like to tell our readers about? Just send us the information...we will be happy to run it FOR FREE in the *Clipper*. What a great way to promote your business!

A rate sheet with insertion order is attached. Fill it out and fax, mail or email it in to place or renew your advertising. Also, take this opportunity to enclose new artwork, increase your ad size or upgrade to color for greater effectiveness. **Notice that *Clipper* features plenty of color pages, so send us your color ads and color photos!**

Please call **Editor John Hernandez at (626) 965-5015, cell (626) 715-1757**, with any questions on this or the attached information; or email John at: eldoradowriters@gmail.com

Thank you for your continued support of CLCA!



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CHANNEL ISLANDS CHAPTER

c/o El Dorado Communications, Inc. – John R. Hernandez, Editor

19055 Abdera Street, Rowland Heights, CA 91748-2202

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Please fill out and fax, mail or email to Editor John Hernandez (see above). See below for payment information.

Channel Islands Clipper 2017 Insertion Order & Contract

COMPANY _____ Phone _____ Fax _____

CONTACT _____ Email _____

BILLING ADDRESS _____ CITY _____ STATE _____ ZIP _____

COMPANY WEBSITE _____

I authorize El Dorado Communications to insert my ad in The Channel Islands Clipper on a monthly basis for one full year, or as specified:

YEARLY RATE - 12 ISSUES

- FULL PG-Back Cover 4-Color (Add 1/4" bleed all around) \$4,000
- FULL PG – Inside 4-Color (8 1/2" w * 11" h-add 1/4" bleed) \$3,600
- FULL PAGE-Black & White \$3,000
- 1/2 PG Color (Horiz.-7 1/2" w * 4 5/8" h) (Vert.-3 5/8" w * 9 5/8" h) \$2,000
- 1/2 PAGE Black & White \$1,620
- 1/3 PAGE Color (3 3/8" w * 6 1/8" h) \$1,700
- 1/3 PAGE Black & White (3 3/8" w * 6 1/8" h) \$1,350
- 1/4 PAGE Color (3 5/8" w * 4 5/8" h) \$1,200
- 1/4 PAGE Black & White (3 5/8" w * 4 5/8" h) \$ 975
- 1/8 PAGE – Business Card B&W or Color (3 5/8" w * 2" h) \$ 420
- INSERT AD – 8 1/2" * 11" 1 mo. \$ 295
- INSERT AD – 8 1/2" * 11" 1 yr. 12x \$2,950
- INSERT AD – 11" * 17" 1-sheet folded 4 pgs. 1 mo. \$ 375
- INSERT AD – 11" * 17" 1-sheet folded 4 pgs. 1 yr. 12x \$3,750

START DATE _____ **TOTAL PAYMENT: \$** _____

****Ad fees for partial years are prorated to end of year. To determine, divide yearly rate by 12 and multiply by number of months left in year. Ad Agencies: These rates are NET.**

CK INCLUDED WITH THIS ORDER (CK# _____) BILL ME AT MY ADDRESS ABOVE

**Make checks payable to: El Dorado Communications, Inc. (NOT THE CHAPTER!)
Mail to: Editor John R. Hernandez, 19055 Abdera Street, Rowland Heights CA 91748**

Technical Information: Supply ads in camera-ready artwork, CD or email in a TIFF, JPG or PDF format (300 dpi min.) formatted for either Mac or PC. Ads received outside of size requirements may be reformatted or cropped to fit as required. Email stories in MS Word if possible, to Editor John R. Hernandez at: eldoradowriters@gmail.com

DEADLINE for ads and stories: 15th of the month prior to publication

+++Ads must be paid in advance unless previous arrangements are made with the Editor or Advertising Coordinator. Any ad that remains unpaid for more than 2 issues without an agreement in place will be removed until the payment is resolved. Revised: 12/5/16

Ask about BONUS ADS when advertising in multiple El Dorado publications.

NOTE: I UNDERSTAND MY MONTHLY AD WILL RENEW AUTOMATICALLY EACH JANUARY, AND WILL CONTINUE TO RUN UNTIL I NOTIFY THE ADVERTISING COORDINATOR OR THE EDITOR****

Authorized Signature _____ Title _____ Date _____