



California Landscape Contractors Association, Inc.

SAN JOAQUIN VALLEY & YOSEMITE CHAPTERS

El Dorado Communications, Inc. – John R. Hernandez, Editor

19055 Abdera Street, Rowland Heights, CA 91748-2210

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San Joaquin Valley and Greater Yosemite Area Businesses and Advertisers: LET US REACH THE C-27 LANDSCAPE CONTRACTORS YOU'RE LOOKING FOR!

Here is your **2017 Media Kit** for the *New Grapevine* Newsletter of the San Joaquin Valley Chapter, and the *NewScape* Newsletter of the Yosemite Chapter (formerly the Northern San Joaquin Valley Chapter). Combined into one publication, this new magazine now offers twice the coverage and circulation, with NO INCREASE IN ADVERTISING COST. We are proud to be serving the communication needs of these two great Chapters of CLCA, the California Landscape Contractors Association.

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!

As a present or potential advertiser in this informative and colorful publication, you understand the value of reaching out to local landscape contractors for new and repeat business. The *Grapevine/NewScape* can help you do exactly that, with pizzazz and excellent circulation...every month in living color! If you have customers or potential customers in our area, LET US REACH THEM FOR YOU by putting your ad in front of them! Thank you in advance for your support of our Magazine and our Chapters.

This unique magazine is published monthly (12 times per year), with occasional printed special issues. Every issue – printed or not – is distributed via EMAIL each month. Printed issue months vary depending on Chapter and State activities, events and advertising inserts.

- **Our emailing distribution list continues to grow each month, and is now over 1,200 each issue.** You may visit your current *New Grapevine & NewScape Magazine* online issue at: www.EldoradoCommunicationsPublications.info
- **Printed copies: 300 copies per print month** for mailing and distribution at meetings and supplier locations. Special issues mailed to all Chapter members, Green Industry VIPs, State Officers and other Chapter Presidents, advertisers and other interested landscape contractors wanting a hard copy.
- **Send us your email address and/or email contact list. We'll be happy to email each one of these persons a copy of Grapevine/NewScape 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 350 copies per run to insert in special printed versions of the *New Grapevine & NewScape Magazine*, 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 *New Grapevine & NewScape Magazine*. 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 *New Grapevine & NewScape Magazine*. What a great way to promote your business!

Attached is a rate sheet and insertion order. Fill it out and send it to us to place or renew your ad. Existing advertisers, take this opportunity to send us new artwork or upgrade your ad size for greater effectiveness. ***Our magazine offers color at no additional charge, 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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c/o El Dorado Communications, Inc. – John R. Hernandez, Editor

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New Grapevine & NewScape 2017 Insertion Order & Contract

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

COMPANY _____ Phone _____ Fax _____

CONTACT _____ Email _____

BILLING ADDRESS _____ CITY _____ STATE _____ ZIP _____

COMPANY WEBSITE _____

I authorize El Dorado Communications to insert my ad in the Grapevine/NewScape Magazine on a monthly basis for one full year as follows:

YEARLY RATE - 12 ISSUES

- FULL PG-Back Cover (Printed Version) 4-Color (Add 1/4" bleed all around) or Page 2 (Non Printed Version) \$4,000
- FULL PG – Inside 4-Color (8 1/2" w * 11" h–add 1/4" bleed) \$3,600
- 1/2 PG Color (Vert.–3 5/8" w * 9 5/8" h) (Horiz.–7 1/2" w * 4 5/8" h) \$2,000
- 1/3 PAGE Color (3 3/8" w * 6 1/8" h) \$1,665
- 1/4 PAGE Color (3 5/8" w * 4 5/8" h) \$1,200
- 1/8 PAGE – Business Card B&W or Color (3 5/8" w * 2" h) \$ 395
- INSERT AD (Printed Issues) 8 1/2" * 11" 1 mo. Rate \$ 295

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 via 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 _____