

2012

O. C. View ADVERTISING INSERTION ORDER



1971 East Fourth Street, Suite 280
Santa Ana, CA 92705
Tel: 714.479.1022 Fax: 714.479.1026

PLEASE PRINT

Contact Name _____
Company _____
Address _____
Telephone _____ EMAIL _____

_____ **YES, please insert my advertisement in all 6 issues for 2012. I will take advantage of a 10% discount on the 2012 rates with advance payment for all issues of advertising paid by January 27, 2012.**

_____ YES, please insert my advertisement in all 6 issues for 2012. I am **not** taking advantage of the 10% discount and I will submit payment for each advertisement prior to the deadlines listed below.

_____ YES, please insert my advertisement in only the following issue(s):

- Jan / Feb Mar / Apr May / Jun
 Jul / Aug Sep / Oct Nov / Dec

_____ My payment is enclosed for all issues selected **or** Charge My Visa/Mastercard Amer. Express
Card Number: _____ Exp.Date: _____
Cardholder Name: _____ Signature: _____
Verification Code: _____

_____ My payment is enclosed for the first issue selected. I will send payment prior to the deadline dates for the other issues selected.

Signature and Date _____

ADVERTISING INSERTION & PAYMENT DEADLINE DATES FOR 2012

Jan/Feb Issue —December 16, 2011	Jul/Aug Issue —June 15, 2012
Mar/Apr Issue —February 10, 2012	Sep/Oct Issue —August 10, 2012
May/Jun Issue —April 13, 2012	Nov/Dec Issue —October 12, 2012

S P E C I F I C A T I O N S

size		dimensions	member
<input type="checkbox"/>	full page	vertical 7 1/2"w X 10"h	\$750.
<input type="checkbox"/>	back cover	vertical 6 1/2"w X 9"h	\$950. <i>(only 1 per issue available)</i>
<input type="checkbox"/>	inside covers	vertical 7 1/2"w X 10"h	\$900. <i>(only 2 per issue available)</i>
<input type="checkbox"/>	1/2 page	horizontal 7 1/2"w X 4 3/4"h	\$450.
<input type="checkbox"/>	1/3 page	vertical 2 3/8"w X 10"h	\$350.
<input type="checkbox"/>	1/4 page	vertical 3 1/2"w X 4 3/4"h	\$275.
<input type="checkbox"/>	1/8 page	horizontal 3 1/2"w X 2 1/4"h	\$220.
<input type="checkbox"/>	1/8 page	vertical 2 1/4"w X 3 1/2"h	\$220.

All advertising rates include full color and are quoted per issue.

Non-members rates are an additional 50% of the member rate. Non-member ads will not be accepted without full payment.

GUIDELINES

- ◆ Prepayment prior to the advertising deadline date is required. Any advertisement received without payment will not be included until payment is received.
- ◆ All advertisements received must be in digital format to be included in the online *O.C. View*, please e-mail to Kathy@caioc.org.
- ◆ Please see the 2012 Marketing Plan for details regarding cancellations.