

# 2018

# OC 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 2018. I will take advantage of a 10% discount on the 2018 rates with advance payment for all issues of advertising paid by January 19, 2018.

\_\_\_\_ YES, please insert my advertisement in all 6 issues for 2018. 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 2018

Jan/Feb Issue - December 8, 2017	Jul/Aug Issue - June 8, 2018
Mar/Apr Issue - February 9, 2018	Sep/Oct Issue - August 10, 2018
May/June Issue - April 13, 2018	Nov/Dec Issue - October 12, 2018

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

size		dimensions	member pricing
<input type="checkbox"/> full page	vertical	7 1/2" w X 10" h	\$800.
<input type="checkbox"/> back cover	vertical	6 1/2" w X 9" h	\$1,000. <i>(only 1 per issue available)</i>
<input type="checkbox"/> inside covers	vertical	7 1/2" w X 10" h	\$950. <i>(only 2 per issue available)</i>
<input type="checkbox"/> 1/2 page	horizontal	7 1/2" w X 4 3/4" h	\$475.
<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	\$300.
<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 OC View, please e-mail to [Kathy@caioc.org](mailto:Kathy@caioc.org).
- ◆ Please see the 2018 Marketing Plan for details regarding cancellations.