



Promote Your Business in the 2026-2027 Membership Directory

We invite you to advertise in the upcoming CalFlowers 2026-2027 Membership Directory, a key resource for over 850 floral businesses. This is your opportunity to showcase your business, organization, services, and events to a broad network of stakeholders within the floral community in both, the print and digital* directory, as well as the Fun 'N Sun 2026 convention booklet. Limited spots are available, so book now!

Why advertise in the 2025-2026 Membership Directory?

- **Ultimate Value:** Your purchase guarantees placement and heightened visibility in both the print and digital* directories, as well as the Fun 'N Sun 2026 convention booklet, maximizing your reach across the entire CalFlowers membership.
- **Year-Round Exposure:** With nearly 850 member businesses—including wholesalers, retailers, growers, and large-volume buyers nationwide—your ad (print) and featured profile* (online) will be seen throughout the year in both formats.
- **Essential Resource:** The directory is widely used by floral businesses seeking essential information, services, and products, making it a valuable marketing opportunity for your business or organization.
- **High-Quality Presentation:** Your advertising investment supports the production of a premium-quality printed directory and searchable online directory, ensuring your ad is presented in the best possible light.
- **Prime Placement:** Ads and featured profiles are strategically placed to guarantee maximum visibility for your company, organization, event, or services.

Act Now—Limited Spots Available:

- **Visit www.cafgs.org/products:** Select your desired ad placement. You will be able to complete your order online if the placement you are interested in is still available.
- **Secure Your Placement:** Finalizing your payment will solidify your ad placement.
- **Important Deadlines:** Secure your ad placement no later than **November 21, 2025**. Submit all artwork by **November 28, 2025**.

Payment Policy:

- Full payment is required at the time of ad selection.
- Payments can be made securely online using VISA, MasterCard, or American Express.





Artwork Specifications

Digital File Submission

All materials submitted electronically are subject to review by the production department. Macintosh formatted CD's are preferred.

Artwork Deadline

All artwork for your print ad must be in our office no later than **11/28/25**.

Email

Advertisers may email their zipped files electronically to Jordan Richardson: jordan@cafgs.org.

All files must be in CMYK. All files must be 300 dpi or higher. Build bleed into document size with crop marks. File transfer either email or CD. Please zip all email transfers.

Acceptable File Formats

PROVIDE A PROOF WITH DIGITAL FILE (PDF PROOF ACCEPTED)

a PC/ Mac PDF/Acrobat "Press Ready" with crops

a PC/ Mac TIFF - Must be 300dpi or higher with crops

a PC/ Mac Illustrator EPS (all fonts outlined, and all images need to be embedded) with crops

a PC/ Mac JPEG – Must be 300dpi or higher with crops

Certified Color Press Proof

All ads will be printed to the density indicated in the file unless a certified color press proof is provided.

Valid types of color proofs include Match prints, Fuji proof, or digital proofs such as Iris. Laser, inkjet, or color copy proofs are acceptable for identification purposes only. If a valid color proof is not provided but is desired, we will produce one at an additional production charge. All spot colors will be converted to CMYK and will not match perfectly to a spot color however we will do our best.

Production Charges

Artwork, copy changes, film conversion, other prep work is billed by the hour. An estimate will be provided if you choose to use this service. If you need assistance in creating your ad, please contact Jordan (jordan@cafgs.org) for options.





2026-2027 Membership Directory Advertising Rates

PRINT PLACEMENT	COLOR	NO BLEED	FULL BLEED
2- Page Spread	\$1,300	16" x 10"	17.25" x 11.25"
Inside Back Cover	\$1,000	7.5" x 10"	8.75" x 11.25"
Inside Front Cover	\$1,000	7.5" x 10"	8.75" x 11.25"
Full Page	\$700	7.5" x 10"	8.75" x 11.25"
Half Page (horizontal only)	\$600	7.5" x 4 7/8"	
Quarter Page (vertical only)	\$500	3.75" x 4 7/8"	
Business Card (horizontal only)	\$400	3 5/8" x 2 3/8"	

The Directory publication is spiral bound. Please allow at least 1/2" on side of ad for spiral. Please leave 1" of non-type area for the 2-Page Spread Ad. Trim size is 8.5 x 11. Vital advertising and copy should be kept at least 3/8" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter of spreads. Above sizes in bleed column include 1/8" bleed on all sides.

FUN 'N SUN 2026 BOOKLET PLACEMENT

All ads in the Fun 'N Sun 2026 convention booklet will be placed at random, not in the location of the directory placement selection above.

DIGITAL PLACEMENT (Members only*)

In addition to your ad being placed in the printed directory, your company profile will be featured at the top of the online member directory which is utilized by members daily. No artwork is required for this promotion, but you will be encouraged to update your member profile. *You must be a CalFlowers Member to receive.

AD ORDERS

Ad spaces are limited, and high-visibility spots are in demand. Take advantage of this exclusive opportunity to enhance your brand's reach within the floral industry. Reserve your ad space today and make sure your business stands out in 2026-2027!

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Place your order by visiting:
www.cafgs.org/products

Questions? Contact Jordan (jordan@cafgs.org)

