

# CRCA TODAY

INTERESTED IN HAVING YOUR PRODUCT INSTALLATION  
PHOTO ON THE COVER?  
CONTACT LINDA@CRCA.ORG TODAY!

## INSERTION ORDER

NEW!

| SIZE & TYPE | CRCA MBR 4X | CRCA MBR 2X | CRCA MBR 1X | NON MBR |
|-------------|-------------|-------------|-------------|---------|
| B / W       |             |             |             |         |
| Full        | \$1395      | 1507        | \$1674      | \$1860  |
| 1/2         | \$937       | 1012        | \$1125      | \$1250  |
| 1/4         | \$618       | 668         | \$742       | \$825   |
| 4 COLOR     |             |             |             |         |
| Full        | \$1968      | 2125        | \$2362      | \$2625  |
| 1/2         | \$1638      | 1769        | \$1966      | \$2185  |
| 1/4         | \$1042      | 1125        | \$1251      | \$1390  |
|             | Saves 17%   | Saves 10%   |             |         |

### COMMIT TODAY!

Return Signed Insertion Order to:

Email: info@crca.org

Fax to: 708-449-0837

Questions? Call CRCA at 708-449-3340

Advertisers receive FREE "CLICK THROUGH LINK" from ad to Advertiser's URL in the electronic online version of CRCA Today at [www.CRCA.org!](http://www.CRCA.org)

### PRINTING SPECIFICATIONS:

- Image Files should be CYMK at least 300 DPI
- Ads to be supplied as TIF, EPS or PDF formats with fonts and Hi-Res Supports embedded
- Full Page: Bleed - 8.75x11.25, Trim - 8.5x11
- Half Page: Bleed - 8.75x5.625, Trim - 8.5x5.5
- Quarter Page: Bleed - 4x5.25, Trim - 3.625x4.875
- Prices per issue; Ads billed after issue mails
- Premium positions available; call for more info

|                             |        |  |  |
|-----------------------------|--------|--|--|
| ADVERTISER NAME:            |        |  |  |
| CONTACT:                    |        |  |  |
| ADDRESS:                    |        |  |  |
| ZIP:                        | EMAIL: |  |  |
| PHONE:                      | FAX:   |  |  |
| WEBSITE OR URL FOR WEBLINK: |        |  |  |

### RESERVE THE FOLLOWING AD SPACE:

|                                  |   |   |      |        |
|----------------------------------|---|---|------|--------|
| WINTER 2021 Close Date: 11/13/20 | <input type="checkbox"/> NEW AD / <input type="checkbox"/> REPEAT | <input type="checkbox"/> COLOR / <input type="checkbox"/> B&W | SIZE | RATE\$ |
| SPRING 2021, Close Date: 3/5/21  | <input type="checkbox"/> NEW AD / <input type="checkbox"/> REPEAT | <input type="checkbox"/> COLOR / <input type="checkbox"/> B&W | SIZE | RATE\$ |
| SUMMER 2021, Close Date: 6/5/21  | <input type="checkbox"/> NEW AD / <input type="checkbox"/> REPEAT | <input type="checkbox"/> COLOR / <input type="checkbox"/> B&W | SIZE | RATE\$ |
| FALL 2021, Close Date: 9/10/21   | <input type="checkbox"/> NEW AD / <input type="checkbox"/> REPEAT | <input type="checkbox"/> COLOR / <input type="checkbox"/> B&W | SIZE | RATE\$ |

### CRCA TODAY GENERAL POLICIES

**Terms:** Invoices due 30 days of receipt date

**Cancellations:** Must be received in writing not less than ten (10) days in advance of closing date. Cancellation of this contract before expiration shall result in billing adjustment due to the higher earned rate.

**Simulation of Publication Format:** The publisher reserves the right to reject any advertisement and to designate as advertising any advertisement resembling editorial matter.

**Publisher's Protective Clause:** Advertisers and their agencies assume liability for all content including text, representation and illustrations of advertisement printed and assume responsibility for any claims made against the publisher.

**Publisher Error:** The publisher's liability for any error will not exceed the cost of printing for the page(s) in question.

