



CSL PROGRAM BOOK INFORMATION FORM

You are cordially invited to participate in the 31st Annual Legislative Session of the California Senior Legislature (CSL). Including your message in our Annual Session Program Book will help contribute to the much needed funding of our activities.

Yes, I/we would like to purchase message space in the California Senior Legislature's 31st Annual Legislative Session's Program Book. Enclosed is a check for:

	<u>Black & White</u>	<u>Color</u>
<input type="checkbox"/> Full Page (7" X 10")	\$ 250.00	375.00
<input type="checkbox"/> Back Cover (7" X 10")	\$ N/A	750.00
<input type="checkbox"/> Half Page (7" X 5")	\$ 125.00	200.00
<input type="checkbox"/> Quarter Page (3½" X 5")	\$ 65.00	100.00
<input type="checkbox"/> Quarter Page (7" X 2½")	\$ 65.00	100.00
<input type="checkbox"/> Business Card Size (3½" X 2½")	\$ 35.00	50.00
<input type="checkbox"/> Black & White		<input type="checkbox"/> Color

I/We don't wish to take out an ad at this time, but enclosed is our contribution of \$_____ to help defray the cost of the production and distribution of the 31st Annual Session Program Book.

Please make check payable to: **CFOA/CSL**

This is the California Foundation on Aging, a 501(c)3 charitable organization serving as a repository for CSL contributions. Tax ID is 77-0187875.

and mail with this form to: **Bill Hollabaugh**
14250 Sunset Avenue
Guerneville, CA 95446

Organization/Individual _____
Please Print

Contact Name _____

Address _____

City _____

Phones (____) _____ (____) _____

Fax (____) _____ E-mail _____

Note _____

This form, the art work, and payment must be received on or before September 30, 2011
Art work may be emailed to bill@benbill.com

Full Page – 7" x 10"

\$250.00

Color - \$375.00

Outside Back Cover, Color - \$750.00

CSL Program Book Ad Submission

This book is color. Electronic copy submission is preferred. The book is prepared in Adobe InDesign using the CMYK color model. Note that in this book the lines separating ads are part of the book design and should not be included in your ad. Your ad may abut those lines; otherwise you need to provide margins within the space.

Ad placement is completely the responsibility of the producer, and is based on factors such as ad design and mix of sources with an objective of obtaining diversity for each page.

We offer options for ad preparation:

1. CSL members who wish Business Card size ads may send their CSL business card with the order form, and we will do the rest. (The logo will be a color logo but the charge is still \$35.00)
2. Complete ads may be submitted by email in Illustrator or InDesign format.
3. Complete ads may be submitted by email as graphic images acceptable to Adobe Pagemaker, Adobe Photoshop, Adobe InDesign, or Adobe Illustrator: tif, jpg, bmp, gif, psd, etc. Resolution must be **at least 300 dpi**.
4. Word or Publisher documents by email are acceptable, but will be reset.
5. You may negotiate ad copy and images with us and we will create the ad: see the contact information below.
6. You may submit printed (hardcopy) images which we will scan and place. These should not contain halftone elements. Please do not submit printed electronic images (email the electronic image itself).
7. You may instruct us to use last year's ad.

Should you need assistance or if you have any questions regarding layout or preparation of your message, please contact Bill Hollabaugh directly at (707) 869-9264 or bill@benbill.com.

See Other Side!

Half Page
7" x 5"
\$125.00
Color - \$200.00

Quarter Page
3½" x 5"
\$65.00
Color - \$100.00

(We also offer a quarter page in a landscape format, 2½" high x 7" wide, same price)

Business Card Size
\$35.00
Color - \$50.00

2½" x 3½"
(Standard business cards are actually 2" x 3½")

Business Card Size
\$35.00
Color - \$50.00