



CAC Ink - Quarterly Magazine

This agreement is for advertisement only. Rates are subject to verification and to change without notice. No agency commissions apply. Your ad must be supplied in electronic form or additional fees will apply. We accept: pdf, jpg, gif, and most other graphic and electronic file formats. Only members in good standing of CAC may advertise.

Dimensions	Width	Height
Publication trim size	8.5"	11"
Full page	8.5"	11"
Half page (H)	7.5"	4.875"
Half page (V)	3.625"	10"

Display Rates (Full Color; per ad; based on contracted number of issue ads)

Insertions by contract	1 time	2 or 3 times	4 times
Full page	\$695	\$595	\$445
Half page	\$495	\$435	\$395

Placement Requests

2-Page Spread	\$100
Inside front cover	\$50
Inside back cover	\$35
Outside back cover (1/2 page)	\$150
Other special placement	\$25

CAC Publishing Policy: CAC assumes no responsibility for any liability arising from the content of any advertisement. CAC reserves the right to reject advertising in its publications for any reason at any time. Limited advertising space is available.

Advertising Acceptance: CAC reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged and accepted, and/or if for any reason it becomes necessary to omit the advertisement. Acceptance of an ad does not mean endorsement by CAC of the products and/or services advertised, the advertising parties, or the claims made in said advertisement. The advertising party accepts full and sole responsibility for the accuracy and truthfulness of statements made in their advertisements. All monies received will be refunded if your ad is declined by CAC. CAC accepts advertising on a first come, first serve basis as advertising space is limited.

Advertising Rates: Rates are subject to change without notice. Rates good through 12/31/18. Call for updated rates.

Distribution: CAC News is scheduled to be mailed within the first half of the month following the insertion deadline.

Payment: Payments for each issue are to be paid in full within 30-days after invoice date. Advertisers shall accrue a penalty of 25% of their balance for each month payment is outstanding by more than 60 days from invoice date and future ad insertion contracts will be held until CAC receives full payment due. There will be a \$25 charge for any returned check.

Cancellation: Advertisers withdrawing advertisements within 15 days prior to publication shall pay 50% of gross amount owed.

