

| Ad size | Black and white | | | Color | | |
|------------------------------|-----------------|----------|-------------|---------|-----------|-------------|
| | Patrons | Sponsors | Non-members | Patrons | Sponsors* | Non-members |
| Full page, 7.25 x 9.75" | \$230 | \$345 | \$575 | \$1500 | \$2000* | \$3750 |
| Half page, 7.25 x 4.75" | \$184 | \$276 | \$460 | \$1200 | \$1700* | \$3000 |
| Full column, 2.25 x 9.75" | \$138 | \$207 | \$345 | \$900 | \$1350 | \$2250 |
| Half Column, 2.25 x 4.75" | \$92 | \$138 | \$230 | \$600 | \$900 | \$1500 |

* Sponsors buying a full or half-page color ad receive an automatic upgrade to Patron Membership

Editorial format: Three columns (Column size is 2 5/56 x 9 3/4")

Deadlines: March 1 for Spring issue and October 1 for Fall issue

How to submit:

Ads may be sent as camera-ready art or digital files. If you cannot provide either of these, high quality prints may be acceptable. CPSA does not send proofs.

Ad files saved in the PDF and JPEG formats can be e-mailed to image@cpsa.org. Ads in other formats, or larger than 4 MB, should be sent on CD to the Corporate Image Director at the address below.

File formats:

PDF, Adobe InDesign, EPS and TIFF
(Any of these should be high-resolution files, 300 ppi or greater).
JPEG's must be saved at 100% of ad dimension, at 300 ppi.
(For example: Half page 7.25 x 4.75" at 300 ppi).

Note: *Color files should be converted to CMYK.*

Payment: Must be made at the time the ad is placed.

Please make checks made payable to CPSA and send to the Corporate Image Director at the address below.

Advertising in *To The Point* does not constitute an endorsement by CPSA.

CPSA reserves the right to refuse any advertisements. All decisions are made by the editorial staff.

Contacts:

For rate information

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Technical questions and ad materials

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