



# ADVERTISING ORDER FORM

Photocopy order form as needed

CNPA Services, Inc., [www.Cal-SCAN.com](http://www.Cal-SCAN.com)

708 10<sup>th</sup> St, Sacramento, CA 95814

Tel: (916) 288-6010; (916) 288-6019 • Fax: (916) 288-6022

Advertiser's name \_\_\_\_\_ Company \_\_\_\_\_

Mailing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ e-mail \_\_\_\_\_

**ADVERTISING OPTIONS** Select all applicable options

*Holidays deadlines may be earlier*

- CLASSIFIED** 25-words **Deadline:** Wednesday 10 a.m. PST **(New CNPA Classified advertisers only: Buy four consecutive weeks get the fifth week Free)**
- \$550** Statewide 240 newspapers reaching over 6.1 million Californians
  - \$350** Northern region 100+ newspapers reaching over 3.0 million Californians
  - \$365** Southern region 100+ newspapers reaching over 3.0 million Californians

- DISPLAY** **Deadline:** Monday 10:00 a.m. PST **e-mail pdf to:** maria@cnpa.com and elizabeth@cnpa.com
- \$1,200** Northern CA- 3.75" wide x 2" high ad in 75+ newspapers reaching over 1.5 million Californians
  - \$1,200** Southern CA- 3.75" wide x 2" high ad in 75+ newspapers reaching over 1.5 million Californians
  - \$1,550** Statewide- 3.75" wide x 2" high ad in 140 newspapers reaching over 3.1 million Californians
  - \$2,400** Northern CA- 3.75" wide x 4" high ad in 75+ newspapers reaching over 1.5 million Californians
  - \$2,400** Southern CA- 3.75" wide x 4" high ad in 75+ newspapers reaching over 1.5 million Californians
  - \$4,000** Statewide- 3.75" wide x 4" high ad in 140 newspapers reaching over 3.1 million Californians

**PLACEMENT INSTRUCTIONS:**

Run my ad the week of \_\_\_\_\_ Run my ad every alternate week starting \_\_\_\_\_

Run my ad for four consecutive weeks ( 5% prepaid discount) starting \_\_\_\_\_

Other instructions \_\_\_\_\_

**CLASSIFICATION** request for classified ads only \_\_\_\_\_

Please note classification is not guaranteed

**Print your classified ad here**

**TERMS AND CONDITIONS OF ADVERTISING**

1. Ads will be accepted in the Cal-SCAN program if they meet generally accepted newspaper standards as well as all state & federal laws. The advertiser is responsible to ensure the advertisement complies with all applicable laws.
2. All published network rates, lists of participating newspapers, circulation and deadlines are subject to change without notice.
3. No cancellation or changes to ad copy will be permitted after the deadline has passed.
4. Makegoods will be pursued for significant typos, such as a wrong address or phone number.
5. The statewide advertising networks are cost-effective advertising programs with no provisions for tearsheets.
6. I understand that by providing my fax number I consent to receive announcements, advertisements, brochures and other information from CNPA (and its subsidiaries and affiliates) via facsimile, telephone or email.

I've read and fully understand all rules and conditions provided hereon about advertising in the statewide networks

**PREPAYMENT IS REQUIRED** Discover card, Mastercard, Visa, Cashier's Check, Money Order

Cardholder \_\_\_\_\_ Address \_\_\_\_\_  
(name on card)

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Total Authorized \$ \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. Date (mo./yr) \_\_\_\_\_ CVC code \_\_\_\_\_

Cardholder's signature required \_\_\_\_\_ Date \_\_\_\_\_

**Fax your order to Cal-SCAN (916) 288-6022 or place 24/7 online at [www.Cal-SCAN.com](http://www.Cal-SCAN.com)**