



Supporting Geographic Education Since 1946

## CGS Advertising Rates for 2008-2009

### Promotional Opportunities at the Annual CGS Conference (May 1-3 at Santa Ynez Valley, CA)

<b>Promotions:</b>	<b>Rates*</b>	<b>Deadlines</b>
◆ <b>Vendor Exhibit</b> (includes two 3 x 6 ft. tables, 1-2 chairs)	\$150/exhibit	April 15
◆ <b>Corporate-Sponsored Meals &amp; Refreshments</b>		
Coffee Break Refreshments	\$175 minimum	April 1
Friday Evening Welcome BBQ	\$500 minimum	April 1
Saturday Continental Breakfast	\$350 minimum	April 1
Saturday Awards Banquet	\$500 minimum	April 1
◆ <b>Advertisement in Meeting Program</b>		
Centerfold (7.5"W x 10"H):	One only	\$350
Full Page (3.75"W x 9.5"H):	Inside Front Cover	\$300
	Inside Back Cover	\$250
	Back Cover	\$300
	Elsewhere	\$200
Half Page (3.75"W x 4.75"H)	(same as above)	(50% of above rates)
Business Card Size		\$50
◆ <b>Advertisement Inserts in Registration Packets</b>		
8.5" x 11" page (may be printed on two sides)	\$200/insertion	March 1
◆ <b>CGS Website Ad</b> ( <a href="http://www.calgeog.org">http://www.calgeog.org</a> )	\$100/year	Anytime
◆ <b>Corporate-Sponsored Student Scholarship/Award Fund</b>	Endowment Level	Anytime
◆ <b>Principal Conference Sponsor</b> (call to discuss)	\$2000+	April 1
◆ <b>Vendor Rates for Non Profit Organizations</b> (call to discuss)		April 15

***Volume Discounts are Available!***  
(please see reverse to find out more...)

## Other CGS Promotional Opportunities

<u>Publication:</u>	<u>Published:</u>	<u>Rates (1x)*</u>	<u>Deadlines</u>
◆ <b>The California Geographer Journal</b> (Peer-Reviewed Journal)	Annually		
Full Page (4.5"W x 7.5"H):	Inside Front Cover	\$250	August 1
	Inside Back Cover	\$250	
	Back Cover	\$300	
	Elsewhere	\$200	
Half Page (2.25"W x 3.75"H)	(same as above)	(50% of above rates)	
◆ <b>The CGS Bulletin</b> (Member Newsletter)	Triannually		
Full Page (7"W x 10"H):	Random placement**	\$100	May 15
Half Page (3.5"W x 5"H):	“ “	\$ 75	October 15
Business Card Size	“ “	\$ 50	January 15

**\*Save 15% by placing your ad in 3 or more consecutive issues!**

\*\*Please Note: Ads placed in the CGS Bulletin normally appear near end of issue;  
no guaranteed placement.

### CGS Volume Discount Policy

**GET THE WORKS!** Save money and maximize your advertising effort by selecting more than one of the promotional opportunities listed above. Here's how:

<b>Choose any 2 of the above promotions:</b>	<b>save 10%</b>
“ 3 “ “ “	<b>save 15%</b>
“ 4 “ “ “	<b>save 20%</b>
“ 5 “ “ “	<b>save 25%</b>

**Call Now to Reserve Space or Find Out More:**

Contact Jim Wanket at (916) 278-7580, or email [jwanket@csus.edu](mailto:jwanket@csus.edu)