



Supporting Geographic Education Since 1946

CGS Advertising Rates for 2006-2007

Promotional Opportunities at the Annual CGS Conference (March 16-18, Borrego Springs, CA)

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

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>
◆ The California Geographer Journal (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)	
◆ The CGS Bulletin (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:

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

Call Now to Reserve Space or Find Out More:

Contact Irene Naesse at (714) 432-5032, or email inaesse@occ.cccd.edu