



Supporting Geographic Education Since 1946

## CGS Advertising Rates for 2012-2013

### Promotional Opportunities at the Annual CGS Conference (April 27-29 at Davis, CA)

| <u>Promotions:</u>  | <u>Rates*</u>      | <u>Deadlines</u>     |
|---|--------------------|----------------------|
| ◆ <b>Vendor Exhibit</b> (includes two 3 x 6 ft. tables, 1-2 chairs)                     | \$200/exhibit      | <b>April 13</b>      |
| ◆ <b>Corporate-Sponsored Meals &amp; Refreshments</b>                                   |                    | <b>March 30</b>      |
| Coffee Break Refreshments   | \$175 minimum      |                      |
| Friday Evening Welcome BBQ  | \$500 minimum      |                      |
| Saturday Continental Breakfast  | \$350 minimum      |                      |
| Saturday Awards Banquet   | \$500 minimum      |                      |
| ◆ <b>Advertisement in Meeting Program</b>   |                    | <b>March 30</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    | <b>April 13</b>      |
| ◆ <b>CGS Website Ad</b> ( <a href="http://www.calgeog.org">http://www.calgeog.org</a> ) | \$100/year         | <b>Anytime</b>       |
| ◆ <b>Corporate-Sponsored Student Scholarship/Award Fund</b>                             | Endowment Level    | <b>Anytime</b>       |
| ◆ <b>Principal Conference Sponsor</b> (call to discuss)                                 | \$2000+            | <b>March 30</b>      |
| ◆ <b>Vendor Rates for Non Profit Organizations</b> (call to discuss)                    |                    | <b>April 13</b>      |

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

## Other CGS Promotional Opportunities

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

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