

EXHIBITOR PROSPECTUS

THE 68TH ANNUAL CONFERENCE

VIRTUAL EDITION

OF THE CALIFORNIA
SCHOOL NUTRITION ASSOCIATION



VIRTUAL CONFERENCE
October 29 - November 1, 2020

Why Should Your Company Exhibit at the 2020 CalSNA Annual Trade Show?

This is the best opportunity in a different kind of year to meet “face-to-face” (virtually) with the buyers and decision-makers in the School Nutrition market. With scheduled Trade Show time dedicated to discuss and show your latest products and old favorites in a Zoom Room setting, this virtual setting will provide you a chance to give your existing and potential customers a hands-on, okay more like an eyes/ears-on understanding they may not otherwise have a chance to experience in 2020.

With this exclusive gathering of School Nutrition Professionals, your company will have the advantage in an incredibly competitive marketplace. And with educational sessions highlighting the most recent information on the industry you will have an insight into your customer's future needs.

You'll have outstanding one-on-one time with Conference Attendees in both the virtual Booth and at the numerous networking functions that we will hold in our Virtual Networking Lounge. Make sure that you plan to attend educational sessions, networking functions as they are all included in your registration!



Until we can all meet again in person, this is the virtual show of the year that you cannot afford to miss!

Register to exhibit at the Virtual 2020 CSNA Annual Conference today!

California School Nutrition Association 2020 Annual Vendor Showcase Thursday & Friday, October 29-30, 2020 - Virtual



Your Virtual Booth gives you a spot in our virtual trade show. The Virtual Booth can be updated easily to include logo, 1 video on screen attendees can watch when they enter your booth, up to 6 tabs (10 tabs premium option) for you to link to promotional material, entry for a drawing, sign-up for your newsletter, additional videos, brochures or other POS info, etc. as well as 2 pop-up banners on the premium option. Each exhibitor will also have the ability to provide a live zoom link (or webex, gotomeeting, or any other link they want to use) for attendees to video chat with them live during our tradeshow hours.

Virtual Tradeshow will be accessible through Sept 2021, and can be updated at any time. It will be promoted by CalSNA as a marketplace for members and other school nutrition foodservice personal to source products and equipment year round. It will be tied to our training platform as well, so when attendees go back to review educational sessions, they will be encouraged to visit the booths again. The exhibit hall will be searchable by company as well as product categories.

Attendees will get points for each booth they visit, session they attend, etc. Drawings will be held for those who have achieved a certain number of points. Special prizes will be given for those who visit and interact with each booth during the show hours. Exhibitors will receive a list of everyone who visits their booth, even if they do not do a live zoom, or if it is outside of show hours and you are not available live.

Call Amber at (818) 842-3040 for a live demonstration or if you have any additional questions.



CalSNA Show Manager
Amber Ardizone
Amber@emaoffice.com
(818) 842-3040

CalSNA
PO Box 11376
Burbank, CA 91510
www.CalSNA.org



To Register and see what opportunities are available, visit the link below:
<http://www.calsna.org/events/annualConference2020.php>

EXHIBITOR OPPORTUNITIES

DON'T LEAVE YOUR AUDIENCE HANGING

We are pivoting our 2020 conference to a virtual platform this year. In today's upended world, we still need and want to connect with suppliers who can bring us new products, enhanced services, and solutions to better serve our school meal programs. Now that we can't gather in large groups or maybe even travel, this new platform gives us a way to still connect. And now, without the cost of travel and time away from our businesses, we can connect many more of our school districts and members with you online. We plan to have school nutrition professionals on-line from October 29-November 1st, as we would have in Pasadena.

They will participate in live sessions and we are encouraging them to go on-line at their convenience 24-7 to check out our exhibit hall and the educational content they may have missed.

The CSNA Annual Conference is an excellent opportunity to reach School Nutrition Personnel. With an expected audience of more than 1000 School Nutrition Professionals, the conference is designed to provide a one-stop shopping opportunity, focusing on a variety of products and services created specifically for them. The CSNA Annual Conference and Trade Show is the one show that the Child Nutrition Directors, Managers, Cooks, Bakers and Administrators can all attend to gather information that will influence their buying decisions for the months and years ahead.

OPPORTUNITIES

As an exhibitor you will have the opportunity to meet with Child Nutrition Directors and their representatives/advisors for over 8 hours of virtual exhibit time, as well as network with them during the conference. Plus, the virtual exhibit hall and educational sessions will be available for attendees to go back and visit through February 2021.

- Standard Virtual Booth, Premium Virtual Booth or Island Virtual Booth package available. Exhibit package includes:
 - Listing in online exhibit hall, by company name and product categories (one company name and logo per booth)
 - Admittance to CSNA's 40+ educational workshops - live and recorded access after the conference through Feb 2021
 - Space within our virtual exhibit hall to place point of sale information, upload videos showing product demos or anything you choose, link to your website, blog, newsletters, giveaways, chat with attendees, etc.
- 8 hours of exclusive virtual exhibit time, with ability to provide a link to a zoom room (or comparable link - your choice) where you can speak live with attendees, do a live product demonstration, or break off into breakout rooms for private conversations

VIRTUAL COST SAVINGS

As a virtual event, exhibitors will save on:

- Travel, hotel and meals
- Shipping and Drayage costs
- Booth set-up labor and furniture
 - Lead Retrieval Systems
- Electricity, Internet, A/V, etc.



UP TO THE MINUTE INFORMATION

Visit our website at www.calsna.org for up-to-the-minute information regarding this year's conference.

SHOW POLICIES

PAYMENT POLICY

For each virtual booth the exhibit fee must accompany the Exhibit Application before it can be processed.

If you wish to reserve a space, a temporary hold can be made by calling (818) 842-3040. Space will be held for five business days.

If completed application and full payment are not received in that time, the space will be released to other vendors.

CANCELLATION POLICY

If exhibit space is cancelled more than 90 days prior to the conference, a \$150 administrative fee will be charged and all other deposits will be refunded. If exhibit space is cancelled between 60 and 90 days prior to the conference, one half of the Booth Price will be held as a cancellation fee, and all other deposits will be refunded. If exhibit space is cancelled less than 60 days prior to conference, CSNA reserves the right to charge the entire exhibit fee without refund.

EXHIBITOR OPPORTUNITIES

VIRTUAL BOOTH PRICING

MEMBERS

NON-MEMBERS

REGULAR BOOTHS

\$1,125

REGULAR BOOTHS

\$1,375

Space in virtual booth for up to 6 tabs of information, screen to play videos or display logo, space to link to a zoom room (or equivalent), and logo placement within the booth.

PREMIUM BOOTHS

\$1,275

PREMIUM BOOTHS (*DESIGNATED WITH **)

\$1,525

Premium booths have all the features of the regular booth with increased ability to add branding and side banners and up to 10 tabs of information

VIRTUAL ISLAND

\$4,000

VIRTUAL ISLAND

\$6,000

Virtual Island booths will be given the "premium booth" features with some additional enhancements. They will also be displayed on the landing page of the exhibit hall, as well as in the alphabetical breakout of booths. Virtual Island booths will also have the opportunity to provide full custom art for their booth.

YOUR EXHIBIT FEE INCLUDES:

- ONE COMPANY NAME AND LOGO ON VIRTUAL EXHIBIT HALL FLOOR
- STANDARD VIRTUAL BOOTH, PREMIUM VIRTUAL BOOTH OR ISLAND VIRTUAL BOOTH PACKAGE AVAILABLE. EXHIBIT PACKAGE INCLUDES:
 - LISTING IN ONLINE EXHIBIT HALL, BY COMPANY NAME AND PRODUCT CATEGORIES (ONE COMPANY NAME AND LOGO PER BOOTH)
 - ADMITTANCE TO CSNA'S 40+ EDUCATIONAL WORKSHOPS - LIVE AND RECORDED ACCESS AFTER THE CONFERENCE THROUGH FEB 2021
 - SPACE WITHIN OUR VIRTUAL EXHIBIT HALL TO PLACE POINT OF SALE INFORMATION, UPLOAD VIDEOS SHOWING PRODUCT DEMOS OR ANYTHING YOU CHOOSE, LINK TO YOUR WEBSITE, BLOG, NEWSLETTERS, GIVEAWAYS, CHAT WITH ATTENDEES, ETC.
- 8 HOURS OF EXCLUSIVE VIRTUAL EXHIBIT TIME, WITH ABILITY TO PROVIDE A LINK TO A ZOOM ROOM (OR COMPARABLE LINK - YOUR CHOICE) WHERE YOU CAN SPEAK LIVE WITH ATTENDEES, DO A LIVE PRODUCT DEMONSTRATION, OR BREAK OFF INTO BREAKOUT ROOMS FOR PRIVATE CONVERSATIONS

FOR MEMBERSHIP INFORMATION, PLEASE CONTACT CSNA OFFICE (818)842-3040 OR VISIT WWW.CALSNA.ORG

WHAT DOES THE CSNA SHOW MEAN TO EXHIBITORS?

"As a broker and manufacture representative for many years, I have had the pleasure of working and attending numerous CSNA State Conferences and I have enjoyed each and every one. This is the SHOW...the show where all those that have a vested interest in our Child Nutrition Programs have come together to share new and innovative products and services. *For many, this is the only time that a potential customer will be able to view your products and services.* So put on your smile, show your joy, and let's put on another successful and cheerful CSNA State Conference for your customers...the Kids!"

- Ken Barsanti, Past CSNA Industry Advisor

"The CSNA is the most valuable asset to me because it gives me a chance to connect with the school district contacts that attend the CSNA conference. I do have brokers in both Northern and Southern California that do a great job of presenting my products. However, the CSNA food show is the place that I can have a one-on-one with my customer in a short period of time to be able to present everything that Shannon's bakes. If you and your company are serious about selling products in California, this is a must attend food show."

- Dale Bowman, Past CSNA Industry Advisor

Tradeshows help you close sales for less! So, send in your application today!

We Bring The Buyers to You!

School Nutrition Directors, Supervisors, Administrators, Managers, Purchasing Agents, Cooks, Bakers, Warehouse Personnel, Accountants, School Board Members, Superintendents

SUMMARY OF KEY DATES

8/31/20 ***Deadline for regular fee. After this date, a \$150 late fee applies.***

10/10/20 ***Final deadline for all information to be included in the Virtual TradeShow***

10/29-10/31 ***68th Annual Conference - Virtual***

EXHIBITOR APPLICATION

CALIFORNIA SCHOOL NUTRITION ASSOCIATION
68TH ANNUAL CONFERENCE AND TRADE SHOW
OCTOBER 29 - 31, 2020 ● VIRTUAL

COMPANY NAME: _____

COMPANY NAME YOU WOULD LIKE ON THE ID SIGN FOR YOUR BOOTH?

ADDRESS: _____

CITY: _____ STATE _____ ZIP: _____

CONTACT NAME: _____

PHONE: _____ FAX: _____

E-MAIL: _____

ARE YOU A BROKER? ___ Yes ___ No

IF SO, WHO WILL YOU BE REPRESENTING? _____

PLEASE FILL OUT A SEPARATE FORM FOR EACH MANUFACTURER YOU WILL BE REPRESENTING AT THE SHOW AND SUBMIT ALL FORMS TOGETHER. (YOU MAY PHOTOCOPY THIS FORM)

ARE YOU REPRESENTED BY A BROKER? ___ Yes ___ No

IF SO, PLEASE INDICATE THE BROKER'S NAME: _____

NUMBER OF EXHIBIT SPACES YOU WOULD LIKE TO RESERVE:
_____ REGULAR BOOTHS _____ PREMIUM BOOTHS

PREFERRED BOOTH LOCATION: 1ST _____ 2ND _____ 3RD _____

PRODUCTS TO BE DISPLAYED: _____

PAYMENT INFORMATION

MEMBER EXHIBIT FEES:

____ NUMBER OF REGULAR BOOTHS @\$1,125 \$ _____

____ NUMBER OF PREMIUM BOOTHS @\$1,275 \$ _____

____ **VIRTUAL ISLAND @ \$4,000** \$ _____

NON-MEMBER EXHIBIT FEES:

____ NUMBER OF REGULAR BOOTHS @\$1,375 \$ _____

____ NUMBER OF PREMIUM BOOTHS @\$1,525 \$ _____

____ **VIRTUAL ISLAND @ \$5,000** \$ _____

SUBTOTAL \$ _____

PLUS LATE FEE (IF NOT PAID IN FULL BY AUGUST 31, 2020)

____ BOOTHS @ \$150 PER BOOTH \$ _____

PLUS SPONSORSHIP FEE:

____ OTHER SPONSORSHIP (SEE PG 5) \$ _____

LESS \$200 DEPOSIT PER BOOTH PAID (IF ANY) \$ (_____)

TOTAL AMOUNT DUE \$ _____

PAYING BY CHECK - Made payable to CSNA CHECK # _____

COMPLETE INFORMATION BELOW TO PAY BY CREDIT CARD:

CARD NO. _____

EXP DATE _____ SECURITY CODE _____

BILLING ADDRESS _____

CITY _____ ST _____ BILLING ZIP _____

SIGNATURE _____

I am enclosing with this form \$ _____ (payable to CSNA) which represents **the total exhibit fee** plus any Sponsorship or Ad fees. **I understand that the full balance is due with Registration Form.** I also understand that if there is a balance due after August 31, 2020 a \$150 late fee, **PER BOOTH** will apply. **BROKERS: 100% OF EACH BOOTH RESERVED MUST ACCOMPANY THIS FORM.** Complete information on booth uploads and set-up will be sent upon receipt of application and payment.

AUTHORIZED BY (SIGNATURE) _____

TYPED OR PRINTED NAME _____

TITLE _____ DATE _____

____ Yes, I have enclosed the **MANDATORY** CERTIFICATE OF INSURANCE.

Send completed Registration Form with payment to:
California School Nutrition Association, Attn. Exhibit Manager

PO Box 11376, Burbank, CA 91510

Questions? Call (818) 842-3040 ● Fax: (818) 843-7423

CONTACT INFORMATION FOR INCLUSION IN THE PROGRAM

Please check the categories which most closely describe the products or services you will be displaying.

Company _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ FAX _____

EMail _____

Broker _____

___ Baked Products/Frozen/Fresh

___ Brokers

___ Beverages

___ Canned Goods

___ Computer Hardware

___ Computer Software

___ Dairies

___ Distributors

___ Equipment, Banquet

___ Equipment, Large

___ Equipment, Small Wares

___ Equipment, Software

___ Food, Condiments

___ Food, Dry Goods

___ Food, Frozen

___ Food, IQF

___ Food, Fruits & Vegetables

___ Food, Snack

___ Food, Staples

___ Food Courts/Furniture

___ Janitorial

___ POS Equipment/Money Counters

___ Packaging Equipment/Supplies

___ Paper Supplies

___ Resource Agencies

___ State Agencies

___ Uniforms

___ Other _____

SPONSORSHIP OPPORTUNITIES

All sponsors will be recognized in the following meeting-related publications as well as any additional benefits listed under specific opportunities:

- **Sponsor appreciation on virtual platform** ● **Bold sponsor recognition and links online** ● **Sponsor recognition on CSNA website**

CONFERENCE EDUCATIONAL CO-SPONSORSHIP \$5,000

Opportunity available to State Agency or Select Non-Profit. Your logo and link on the Conference Website, logo and recognition on banner at virtual conference, and on Conference Brochure. You will receive 6 Conference Registrations, 2 School Nutrition Association memberships, and 4 California SNA Memberships! You will also receive "State Day" promotion for the pre-conference which includes CSNA providing virtual platform for all training programs. 1 track during Educational Sessions (Friday - Sunday) will be dedicated to you and you can provide training on topics that you feel are most beneficial to School Nutrition Professionals.

1 OPPORTUNITY AVAILABLE

VIRTUAL PLATFORM SPONSOR \$15,000

Your Company logo and link on the virtual lobby, and listed as Virtual Platform Sponsor on Conference Brochure sent out to all school districts in California. Recognition on website and in Poppy Seeds, and logo as sponsor on conference emails. Additional visibility for your exhibit booth.

1 OPPORTUNITIES AVAILABLE

EDUCATION SESSION SPONSOR \$1,500

Your Company logo and link on the virtual breakout session room signs, Recognition on website and in Poppy Seeds

3 OPPORTUNITIES AVAILABLE

- THURSDAY FRIDAY SATURDAY

GENERAL SESSIONS/KEYNOTE \$5,000

Your Company logo and link displayed on Virtual General Session room and displayed in virtual lobby. Mention from the podium during opening remarks with the option to introduce Keynote Speaker to the audience.

Recognition on website and in Poppy Seeds, and logo as sponsor on conference emails. Additional visibility for your exhibit booth.

2 OPPORTUNITIES AVAILABLE

- THURSDAY FRIDAY

THURSDAY NIGHT "SCHOOL NUTRITION HEROES"

RECEPTION SPONSOR \$750

CSNA is looking for Industry supporters to sponsor the SATURDAY NIGHT School Nutrition Heroes Zoom Reception, Thursday, October 29th from 4:30 -6:00. This Reception will include breakout rooms for our attendees to get together and share ideas, experiences and what is happening in their districts and in their lives. We will do random pairings for 10 minutes, and then move people to new rooms to recreate the networking opportunities at an in-person event. You will be recognized during the event at conference with your logo in the main reception room and in Poppy Seeds. Additionally, we will post your logo and link in a scrolling banner ad on our website that will run through, at least, January 15. Your logo will be added as we receive your sponsorship payment and your logo (no more than 50 pixels high & 150 pixels wide).

If you would like a link attached to your logo, please include the link with your logo submission.

MULTIPLE OPPORTUNITIES AVAILABLE

VIRTUAL REGISTRATION DESK PANELS \$2,000

Your Company Logo on the front of the Registration Desk Counters.

A GREAT opportunity to display your logo AND your support of CSNA at Conference! Be seen by EVERYBODY that enters our virtual lobby during Conference.

MULTIPLE OPPORTUNITIES AVAILABLE

ATTENDEE SCHOLARSHIP SPONSORSHIP \$250

Your Company name listed on the event platform and on the CSNA website.

Attendees will be selected from a pool of qualified applicants

MULTIPLE OPPORTUNITIES AVAILABLE

If you are interested in any of the above Sponsorships, please fill out the following information.

These opportunities are available on a first paid, first served basis, so please act quickly.

Company _____

Contact _____

Phone _____

Email _____

Website _____

We would like to Sponsor _____

2nd Choice or Additional Sponsorship _____

Total Amount _\$ _____

Credit Card Number _____

Expires _____ V-Code _____

Billing Address _____

City, State _____ Billing Zip _____

Signature _____

**FAX with credit card for Payment in full
to (818) 843-7423**

**Or, pay by check and mail to:
CSNA, PO Box 11376, Burbank, CA 91510**

Exhibitors Schedule

THURSDAY, OCTOBER 29, 2020

8:00 am - 3:00 pm	Networking Room Open
8:00 am - 9:00 am	Breakout Sessions A
9:15 am - 10:15 am	Breakout Sessions B
10:30 am - 3:00 pm	Virtual Exhibits Open - Live
3:15 pm - 4:30 pm	First General Session
4:30 pm - 6:00 pm	Virtual School Nutrition Hero Reception

FRIDAY, OCTOBER 30, 2020

8:00 am - 3:00 pm	Networking Room Open
8:15 am - 9:45 am	Networking Room Open
8:45 am - 9:45 am	Breakout Sessions C
10:00 am - 1:30 pm	Virtual Exhibits Open - Live
1:30 pm - 2:30 pm	State Update General Session
2:35 pm - 3:35 pm	Breakout Sessions D
3:40 pm - 4:40 pm	Breakout Sessions E

SATURDAY, OCTOBER 31, 2020

7:00 am - 8:00 am	Fitness Workout Event
8:00 am - 3:00 pm	Networking Room Open
8:15 am - 9:15 am	Breakout Sessions F
9:20 am - 10:20 am	Breakout Sessions G
10:25 am - 11:25 am	Breakout Sessions H
11:30 am - 12:20 pm	Awards & Conference Wrap-Up

**CALIFORNIA SCHOOL NUTRITION ASSOCIATION
POPPY SEEDS RATE CARD AND CONTRACT**

ADVERTISING RATES

BLACK AND WHITE BASE RATES PER ISSUE

<u>AD SIZES</u>	<u>RUNS... 1 TIME</u>	<u>2 TIMES</u>	<u>4 TIMES</u>
FULL PAGE	\$500	\$485	\$450
TWO PAGE SPREAD	\$1000	\$970	\$900
1/2 PAGE	\$325	\$315	\$293
1/4 PAGE	\$175	\$169	\$158
INSIDE COVERS*	\$750	\$729	\$675
BACK COVER*	\$1000	\$970	\$900

*BASED ON AVAILABILITY

COLOR RATES PER ISSUE (ADD TO PRICES ABOVE)

SPOT COLOR (CYAN, MAGENTA, YELLOW) PER COLOR, PER ISSUE	\$300
FULL COLOR PER FULL PAGE, PER ISSUE	\$800
FULL COLOR PER 1/2 OR 1/4 PAGE, PER ISSUE	\$400

BLEEDS	ADD 10% OF SPACE RATE
GUARANTEED POSITIONING*	ADD 15% OF SPACE RATE

*BASED ON AVAILABILITY

FREQUENCY DISCOUNTS

Advertising must be inserted within one year of first insertion to earn the 2 and 4 times discount. Frequency discounts may also be earned by running 2 or 4 ads in the same issue(s). Different sized ads may be combined to earn frequency discounts in a contract year.

MECHANICAL REQUIREMENTS

- Electronic version of ad MUST be supplied. *A Press Ready PDF with fonts/art embedded*
- Screen - 133-150 line screen
- Publication size is 8.5 inches x 11 inches
- Bleed size is 8.75" x 11.25"
- Type area is 7.5" x 10"

ELECTRONIC FILES

- Digital ad in InDesign, Adobe Illustrator, Adobe Photoshop in CMYK (no rgb files). Include ALL fonts and art work. Include PDF of final ad with fonts/art embedded to ensure accuracy.
- Transfer media via ZIP, FTP or Disc. Call or email CSNA for FTP information
- Poppy Seeds preference is to have files built in layers. If you have embedded files, please ensure that they are included in what is sent
- Work performed on ads not built to specifications outlined above will be billed direct production fees at a rate of \$80 per hour

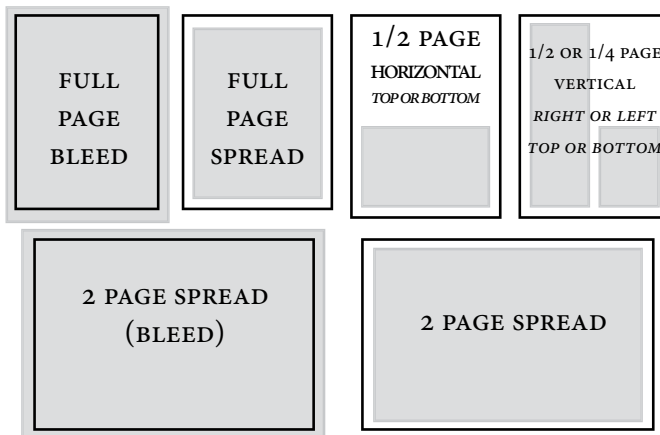
SEND FILES TO POPPYSEEDS@CALSNA.ORG

OR CALL (818)842-3040

FOR INSTRUCTIONS ON SENDING LARGER FILES TO FTP SITE.

STANDARD AD SIZES & PLACEMENT

	<u>WIDTH</u>	<u>DEPTH</u>
2 PAGE SPREAD (BLEED)	16.75" X	11.75"
2 PAGE SPREAD	16" X	10"
FULL PAGE (BLEED)	8.75" X	11.75"
FULL PAGE IMAGE	7.5" X	10"
1/2 PAGE HORIZONTAL	7.5" X	4.5"
1/2 PAGE VERTICAL	3.75" X	10"
1/4 PAGE VERTICAL	3.75" X	4.75"



PLACEMENT OF ADS

Ads are placed throughout the magazine to give balance and facilitate press runs. Full page ads are given right hand page preference. Guaranteed page placement is available for an additional fee and is subject to availability of preferred space. When applicable, Preferential placement of ads is given to those firms that have been advertising in Poppy Seeds for the longest period of time. Preferred space is honored on the basis of date of receipt of the advertising contract. Every effort is made to ensure that ads of competing companies are separated by no less than three pages.

ISSUE AND CLOSING DATES

POPPY SEEDS IS PUBLISHED QUARTERLY

<u>ISSUE</u>	<u>IN MAIL</u>	<u>PRESS READY ART & PAYMENT DUE</u>
Winter	January	November 15
Spring	April	February 15
Summer	July	May 15
Fall	October	August 15

- Cancellations not accepted after space reservation deadline and MUST be made in writing
- When change in copy is not received by the closing date for copy, the copy run in the previous issue will be inserted. Publisher reserves the right to bill the advertiser for the space ordered
- Exact dimensions must be specified with reservations

Increase your visibility in CSNA by Advertising in our quarterly publication - PoppySeeds

**CALIFORNIA SCHOOL NUTRITION ASSOCIATION
POPPY SEEDS ADVERTISING CONTRACT**

This insertion order will authorize CSNA to run our ad in the following issue(s) of *Poppy Seeds* Magazine.

YEAR	AD SIZE/TYPE/COVER	BASE RATE
WINTER	<small>1/2 PAGE ADS, PLEASE INDICATE VERTICAL OR HORIZONTAL INSIDE COVERS & BACK COVER BASED ON AVAILABILITY</small>	
_____	_____	_____
SPRING		
_____	_____	_____
SUMMER		
_____	_____	_____
FALL		
_____	_____	_____
		SUB-TOTAL _____

One complimentary issue of *Poppy Seeds* will be mailed to each Advertiser. Additional Copies of *Poppy Seeds* available for \$6 each. Annual Subscription (4 issues) - \$20

<u>OPTIONS</u>	<u>ADDITIONAL FEE</u>	<u>X # OF ISSUES</u>	<u>ADDITIONAL COST(S)</u>
Full Page Color	@ \$800	X # of issues _____ =	_____
1/2 or 1/4 Page Color	@ \$400	X # of issues _____ =	_____
Spot Color (Each)	@ \$300	X # of issues _____ =	_____
Bleed	plus 10%	X # of issues _____ =	_____
Guaranteed Position*	plus 15%	X # of issues _____ =	_____

*BASED ON AVAILABILITY

TOTAL COST \$ _____

TERMS AND CONDITIONS

- Payment is required with contract for first insertion and by the camera-ready copy/payment deadline for each following contracted issue.
- If payment is not received by the issue payment deadline, the publisher reserves the right to exclude the advertisement.
- Rates subject to change upon 30 days notice in writing from publisher.
- Publisher reserves the right to repeat the last standing ad or to charge for space reserved if acceptable copy is not received by camera-ready copy deadline.
- Cover positions are non-cancelable.
- No cancellations will be accepted after the deadline for space and must be in writing.
- Cancellation of any portion of a contract voids all rate and position protection.
- Placement is on a first-come, first-reserved basis. The publisher makes every attempt to separate ads of competing companies by no fewer than three pages.
- The publisher reserves the right to cancel or reject any advertising.
- The publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such moneys as are due and payable to the publisher.
- All advertisements are accepted and published by the publisher upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof.
- Advertiser and agency agree to indemnify and save the publisher harmless from any loss or expense arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism or copyright infringement.
- Publisher's liability for any error will not exceed the value of space occupied by such error.

Firm Name _____

Contact Name _____ Title _____

Address _____ City _____ State _____ Zip _____

Email _____ Phone _____ FAX _____

By signing, you agree to the Terms & Conditions outlined in the Contract and on the Rate Card. No ads will be accepted without signed contract.

Signature _____

PAYMENT IS REQUIRED WITH CONTRACT FOR FIRST INSERTION AND BY THE PAYMENT DEADLINE FOR EACH FOLLOWING CONTRACTED ISSUE. CHECKS MADE PAYABLE TO CSNA. CREDIT CARD PAYMENTS MAY BE FAXED TO (818)843-7423.

Credit Card Number _____ Expires _____ Security Code _____

Billing Address _____ Billing Zip Code _____

Name on Card _____ Authorized Signature _____

SEND COMPLETE ADVERTISING CONTRACT TO:

CSNA, PO Box 11376, BURBANK, CA 91510 OR **FAX TO (818)843-7423**

QUESTIONS? CALL (818) 842-3040 OR EMAIL TO **POPPYSEEDS@CALSNA.ORG**

SEND FILES TO **POPPYSEEDS@CALSNA.ORG** OR CALL (818) 842-3040 FOR INSTRUCTIONS ON SENDING LARGER FILES TO FTP SITE.