



# CALIFORNIA CHARTER SCHOOLS ASSOCIATION

Advocacy • Quality • Resources

WE ARE THE INDUSTRY.



## CALIFORNIA CHARTER PUBLIC SCHOOL FACTS

- Charter public schools in California **spend more than \$500 million each year.**
- California **leads the nation** with 750 charter public schools.
- Charter public schools educate **276,000 students** in California.
- Over the past 10 years, California charter public schools have statistically grown by an average of **50 schools each year!**

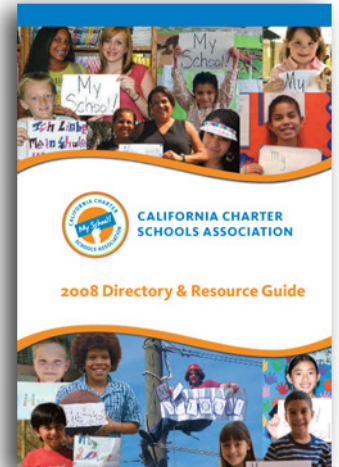
### Executive Directors and Principals Work with Vendors of Choice

Charter schools are independent public schools with unparalleled innovation and flexibility. They operate like small businesses, having complete control over the budget of their school site. **Charter schools are also more likely than district schools to contract out management and operation services from private and nonprofit service providers.**

The California Charter Schools Association is a professional, membership-based organization acting as the support system that gives charter schools, principals, teachers, parents and students the help they need to create an incomparable educational environment.

Advertising in the **California Charter Schools 2010 Directory & Resource Guide** will target purchasers and decision makers in one of the largest growing markets in public education.

The **California Charter Schools 2010 Directory & Resource Guide** will be mailed to all member schools, developers and support organizations. School districts and other charter stakeholders — including state organizations and legislative officials— will receive the publication.



### Maximize Exposure:

Special placement within these publications ensures high visibility and relevancy for your ad. Your message will be strategically placed for maximum impact.

### Enhance Visibility:

All advertisers receive a free custom listing in our **Index of Advertisers**. Your company will be listed under the category of your choice along with the page number of your ad.

### For more information, visit:

[www.myschool.org](http://www.myschool.org)

NTACT:

**Jim Dielschneider**

Account Executive  
Naylor, LLC

Phone: (800) 369-6220, ext. 3389

Fax: (352) 331-3525

[JimD@Naylor.com](mailto:JimD@Naylor.com)

[www.naylor.com](http://www.naylor.com)



For more information, visit:

[www.myschool.org](http://www.myschool.org)

# 2010 Directory and Resource Guide

## Net Advertising Rates

**Position Guarantee:** 15% Premium

**Revisions and Proofs:** \$50.00

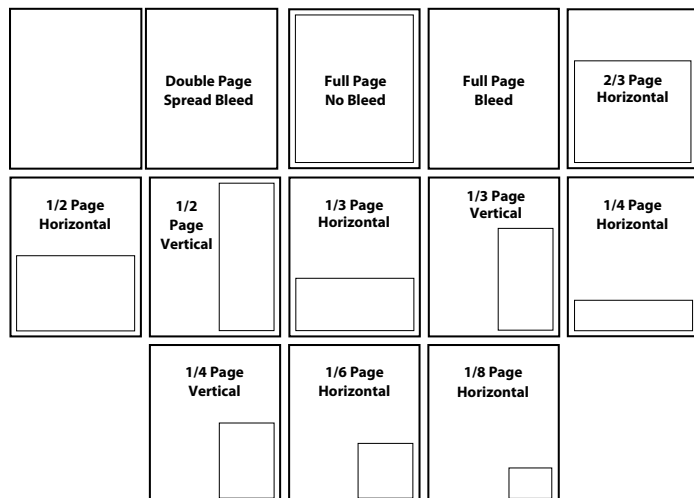
### Full-Color Rates

Size	Non-Member Rates	Vendor Member Rates
Double Page Spread	\$3,459.50	\$3,039.50
Outside Back Cover	\$3,139.50	\$2,829.50
Inside Front or Inside Back Cover	\$2,879.50	\$2,569.50
Tab	\$2,729.50	\$2,419.50
Full Page	\$2,409.50	\$2,099.50
2/3 Page	\$1,899.50	\$1,649.50
1/2 Page	\$1,399.50	\$1,219.50
1/3 Page	\$999.50	\$869.50
1/4 Page	\$769.50	\$669.50
1/6 Page	\$569.50	\$489.50
1/8 Page	\$449.50	\$389.50

### Black-and-White Rates

Size	Non-Member Rates	Vendor Member Rates
Full Page	\$1,449.50	\$1,259.50
2/3 Page	\$1,259.50	\$1,089.50
1/2 Page	\$909.50	\$799.50
1/3 Page	\$689.50	\$599.50
1/4 Page	\$529.50	\$459.50
1/6 Page	\$419.50	\$369.50
1/8 Page	\$319.50	\$279.50

### Ad Size Depictions



Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).  
CCS-R0010 (LR 9/12/2007 CCS-R0008)

For more information on vendor membership or to download the application please visit:  
<http://www.myschool.org/vendormembership>  
 or contact Brianna Swartz, Membership Manager  
 at (415) 356-1200, ext. 405.

# 2010 Directory and Resource Guide

## Print Advertising Specs (Roster – 5.75" x 8.5")

### The Publication

**California Charter Schools 2010 Directory & Resource Guide:** a 5.75" x 8.5" full-color, glossy-stock, spiral-bound publication produced annually, containing comprehensive member listings, important phone numbers, Websites, deadlines and events.

Premium advertising positions and editorial adjacencies awarded on a first-come, first-served basis. All space reservations require a completed insertion order received on or before the sales close date. Invoices issued upon publication.

### The Publisher

Naylor, LLC, the national leader in professional communications services for associations, serving nearly 500 leading organizations from 85 industries across North America, is the official publisher of the **California Charter Schools 2010 Directory & Resource Guide.**

### Roster Ad Dimensions

Size	Width	Height
DPS Bleed	11.75"	8.75"
DPS Trim	11.5"	8.5"
DPS Live Area	10.75"	7.5"
Full Page Bleed	6"	8.75"
Full Page Trim	5.75"	8.5"
Full Page Live Area	5"	7.5"
2/3 Hz.	5"	4.916"
1/2 Hz.	5"	3.666"
1/2 Vt.	2.333"	7.5"
1/3 Hz.	5"	2.333"
1/3 Vt.	2.333"	4.916"
1/4 Hz.	5"	1.666"
1/4 Vt.	2.333"	3.666"
1/6 Hz.	2.333"	2.333"
1/8 Hz.	2.333"	1.666"

### Artwork Requirements

**All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted.**

**IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.**

All color artwork must be in CMYK mode; black and white artwork must be in either Greyscale or Bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift.

All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor Web site at [www.naylor.com](http://www.naylor.com) and click on "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

### Production Services

Naylor provides professional ad assembly and layout to non-agency clients at no charge to the client.



## EXCLUSIVE OPPORTUNITY: Belly Band Cover Wrap

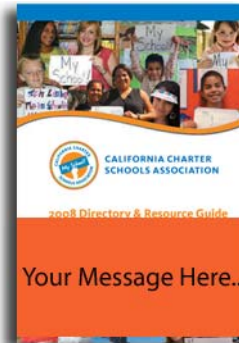
A full-color belly band wraps your message around **California Charter Schools 2010 Directory & Resource Guide**, making your company's ad the first that readers see when they receive their copy. Include product descriptions, pictures and much more on the belly band's surface. Since readers must detach the band to access the rest of the publication, your advertising message is certain to be noticed. If needed, our in-house design team can help create your belly band at no additional cost.

**This is an exclusive advertising opportunity**, as only one belly band will be sold per issue. Call your Naylor account executive to secure your reservation today!

- **Regular Belly Band: \$3,289.50**

*All prices are per insertion.*

*File specifications are available from your Naylor account executive.*



### Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). CCS-R0010 (LR 7/10/08 CCS-R0009)

### Sign and return to:

**Jim Dielschneider**  
Account Executive  
Naylor, LLC  
Phone: (800) 369-6220, ext. 3389  
Fax: (352) 331-3525  
JimD@Naylor.com

www.naylor.com

