



California Professional Association of Specialty Contractors

Direct access to members who spend more than \$3 billion annually.

Since its inception in 2003, the California Professional Association of Specialty Contractors (CALPASC), has made significant progress at the local and state levels in the specialty contractors industry.

CALPASC has successfully passed indemnity reform legislation, fought against legislation and continues to track legislative issues ranging from workers' compensation reform to construction defect litigation reform.

CALPASC's official publication, the **2010 Membership Directory and Annual Magazine**, provides members with useful membership information throughout the year. Our publication also functions as quick and easy reference guide to locate companies that provide products and services that members need day-in and day-out.

Target key decision makers across California.

The *Membership Directory and Annual Magazine* is distributed to decision makers in California's residential housing and light commercial construction industry, including:

- Trade contractors
- Middle management
- Operations supervisors
- Building materials suppliers
- Owners
- Safety managers
- Customer service providers

One investment reaches hundreds of members belonging to our three local chapters:

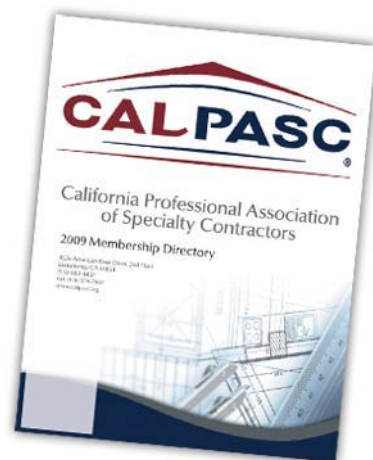
- Northern California
- Orange County Inland Empire
- San Diego

Reach members with purchasing power.

Our members spend more than \$3 billion annually on products and services. Directory recipients are responsible for recommending and approving purchases on behalf of their companies.

As the official publication of CALPASC, recipients know that they can trust the companies featured within the pages of the *Membership Directory and Annual Magazine*.

From high-visibility premium positions to detailed listings, we have advertising options to fit every company's needs and budget. Contact us today to secure your spot in the *Membership Directory and Annual Magazine*.



SHOW MEMBERS THAT YOUR COMPANY IS HERE TO STAY:

Advertising is the very best way to show your customers that **business is strong** and that your company can be counted on when times are tough!

MAXIMIZE YOUR COMPANY'S EXPOSURE:

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

CALPASC members understand the importance of doing business with the vendors that support their association.

For more information, visit:
www.calpasc.org

CONTACT:

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Email: devans@naylor.com



www.naylor.com





Net Advertising Rates

DIRECT MAIL OPPORTUNITIES AVAILABLE:

Please ask your representative for details

Revisions and Proofs: \$50.00

Position Guarantee: 15% Premium

Full Color Rates

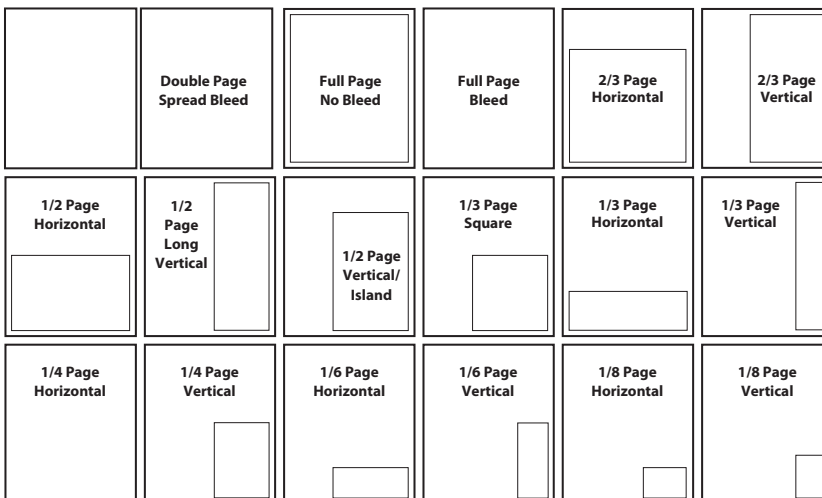
Size	Members	Non-Members
Double Page Spread	\$2,829.50	\$2,919.50
Outside Back Cover	\$2,509.50	\$2,559.50
Inside Front or Inside Back Cover	\$2,319.50	\$2,369.50
Full Page	\$1,889.50	\$1,939.50
2/3 Page	\$1,529.50	\$1,569.50
1/2 Page	\$1,199.50	\$1,229.50
1/3 Page	\$839.50	\$859.50
1/4 Page	\$679.50	\$699.50
1/6 Page	\$549.50	\$569.50
1/8 Page	\$449.50	\$459.50

Premium Advertising Options – Ask your representative for specifications

Black and White Rates

Size	Members	Non-Members
Full Page	\$1,259.50	\$1,299.50
2/3 Page	\$1,109.50	\$1,139.50
1/2 Page	\$879.50	\$899.50
1/3 Page	\$629.50	\$649.50
1/4 Page	\$519.50	\$529.50
1/6 Page	\$389.50	\$399.50
1/8 Page	\$339.50	\$349.50

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).
CSC-D0010 (L.R. CSC-D0008)





2010 Membership Directory and Annual Magazine

Print Advertising Specs (8.375" x 10.875")

The Publication

2010 Membership Directory and Annual Magazine: an 8.375" x 10.875", saddle-stitched, full-color publication with comprehensive contact information for our members.

Premium advertising positions and editorial adjacencies are 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 are issued upon publication.

The Publisher

Naylor, LLC, the national leader in professional communications services for associations, serving nearly 500 leading organizations from 85 different industries across North America, is the official publisher of the **2010 Membership Directory and Annual Magazine**.

Ad Sizes

Size	Width	Height
DPS Bleed	17"	11.125"
DPS Trim	16.5"	10.875"
DPS Live Area	15.417"	9.5"
Full Page Bleed	8.625"	11.125"
Full Page Trim	8.375"	10.875"
Full Page Live Area	7"	9.5"
2/3 Hz.	7"	6.333"
2/3 Vt.	4.583"	9.5"
1/2 Hz.	7"	4.583"
1/2 Vt.	4.583"	7"
1/2 Long Vt.	3.333"	9.5"
1/3 Hz.	7"	3"
1/3 Vt.	2.166"	9.5"
1/3 Sq.	4.583"	4.583"
1/4 Hz.	4.583"	3.333"
1/4 Vt.	3.333"	4.583"
1/6 Hz.	4.583"	2.166"
1/6 Vt.	2.166"	4.583"
1/8 Hz.	3.333"	2.166"
1/8 Vt.	2.166"	3.333"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

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 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.





Categories

Our publication features a handy Index of Advertisers section. Your company will be listed under the category of your choice along with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | | |
|---|--|--|
| <input type="checkbox"/> Access Control Systems | <input type="checkbox"/> Doors | <input type="checkbox"/> Hardwood Flooring |
| <input type="checkbox"/> Accounting/Tax Services | <input type="checkbox"/> Drug Screening | <input type="checkbox"/> Heating & Air Conditioning |
| <input type="checkbox"/> Accounting Services | <input type="checkbox"/> Drywall | <input type="checkbox"/> Heating & Cooling Contractor |
| <input type="checkbox"/> Acoustical Ceilings | <input type="checkbox"/> Drywall/Sheetrock & Accessories | <input type="checkbox"/> Heavy Construction Equipment |
| <input type="checkbox"/> Acoustical Materials | <input type="checkbox"/> Drywall Contractors | <input type="checkbox"/> Home Inspection |
| <input type="checkbox"/> Aerial Photography | <input type="checkbox"/> Education & Training | <input type="checkbox"/> Inspectors |
| <input type="checkbox"/> Aggregates | <input type="checkbox"/> Electrical Contractor | <input type="checkbox"/> Insulation-Contractor/Supplier |
| <input type="checkbox"/> Air Compressors | <input type="checkbox"/> Electrical Equipment & Supplies | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Aluminum | <input type="checkbox"/> Elevator | <input type="checkbox"/> Insurance & Bonding |
| <input type="checkbox"/> Appliances | <input type="checkbox"/> Elevator Contractor | <input type="checkbox"/> Intercoms/Sound Systems |
| <input type="checkbox"/> Architects | <input type="checkbox"/> Engineering & Surveying | <input type="checkbox"/> Interior Architectural Millwork |
| <input type="checkbox"/> Architectural Software | <input type="checkbox"/> Engineers | <input type="checkbox"/> Interior Designers |
| <input type="checkbox"/> Asbestos Removal Services | <input type="checkbox"/> Supplies & Equipment | <input type="checkbox"/> Iron/Ornamental/Welding |
| <input type="checkbox"/> Asphalt Contractor | <input type="checkbox"/> Environmental Consulting | <input type="checkbox"/> Irrigation Contractor |
| <input type="checkbox"/> Asphalt Paving | <input type="checkbox"/> Environmental Contractor | <input type="checkbox"/> Irrigation Systems & Equipment |
| <input type="checkbox"/> Associations | <input type="checkbox"/> Environmental Services | <input type="checkbox"/> Kitchens-Sales/Service |
| <input type="checkbox"/> Audio/Video Integration | <input type="checkbox"/> Equipment Rental, Sales & Lease | <input type="checkbox"/> Land Development Companies |
| <input type="checkbox"/> Building Materials | <input type="checkbox"/> Erosion Control | <input type="checkbox"/> Landscape-Contractor/Services |
| <input type="checkbox"/> Cabling Contractors | <input type="checkbox"/> Estimating | <input type="checkbox"/> Landscaping |
| <input type="checkbox"/> Carpeting | <input type="checkbox"/> Exterior Shutters | <input type="checkbox"/> Leak Detection Services |
| <input type="checkbox"/> Claims Consultants | <input type="checkbox"/> Fasteners-Industrial | <input type="checkbox"/> Lifts |
| <input type="checkbox"/> Cleaning Services/Supplies | <input type="checkbox"/> Faucets & Fixtures | <input type="checkbox"/> Lighting |
| <input type="checkbox"/> Code Compliance | <input type="checkbox"/> Fencing | <input type="checkbox"/> Locks |
| <input type="checkbox"/> Communications | <input type="checkbox"/> Financial Institutions | <input type="checkbox"/> Lumber |
| <input type="checkbox"/> Computer Aided Drafting Services | <input type="checkbox"/> Financing & Leasing | <input type="checkbox"/> Marble-Contractor/Supplier |
| <input type="checkbox"/> Concrete Block | <input type="checkbox"/> Fire & Safety | <input type="checkbox"/> Masonry Contractor |
| <input type="checkbox"/> Concrete Contractors | <input type="checkbox"/> Fire Protection Services | <input type="checkbox"/> Masonry Supplier |
| <input type="checkbox"/> Concrete Forms | <input type="checkbox"/> Floor Systems | <input type="checkbox"/> Mechanical Contractor |
| <input type="checkbox"/> Concrete Products/Suppliers | <input type="checkbox"/> Framing | <input type="checkbox"/> Metal Fabrication |
| <input type="checkbox"/> Construction Clean-Up | <input type="checkbox"/> Furniture | <input type="checkbox"/> Millwork |
| <input type="checkbox"/> Construction Equipment/Supplies | <input type="checkbox"/> Garage Doors | <input type="checkbox"/> Mobile & Modular Offices |
| <input type="checkbox"/> Construction Management | <input type="checkbox"/> General Contractor | <input type="checkbox"/> Moldings |
| <input type="checkbox"/> Construction Materials | <input type="checkbox"/> Generators | <input type="checkbox"/> Mortgage Services |
| <input type="checkbox"/> Construction Publications | <input type="checkbox"/> Glass & Glazing | <input type="checkbox"/> Mulching & Seeding |
| <input type="checkbox"/> Crane Rentals | <input type="checkbox"/> Grading & Paving Contractor | <input type="checkbox"/> Natural Gas Supply |
| <input type="checkbox"/> Custom Moldings | <input type="checkbox"/> Gutter/Downspouts | <input type="checkbox"/> Nuts & Bolts |
| <input type="checkbox"/> Decking Systems | | <input type="checkbox"/> Office Products |
| <input type="checkbox"/> Demolition Contractors | | <input type="checkbox"/> Paint/Decorating Supplies |

Continued on following page





Categories, continued

- Painting (Special Coatings)
- Patio/Canopies/Decks
- Pavement Marking
- Paving
- Photography
- Pipes & Accessories
- Piping
- Plaster/Stucco
- Plumbing Contractor
- Pools & Spas
- Portable Toilets
- Power Tools
- Power Tools & Construction Supplies
- Pre-cast Concrete
- Pre-cast Products/Structures
- Property Management
- Pump Rental
- R-2000 Home Builders
- Ready-Mixed Concrete
- Real Estate Services
- Rebar
- Retaining Walls
- Road Stabilization & Dust Control
- Roofing
- Roofing & Sheet Metal Contractor
- Roofing-Contractor/Supplier
- Roof Trusses
- Safety Equipment & Clothing
- Safety Products
- Sand & Gravel
- Scaffolding
- Seal Coating Contractors
- Security Services
- Security Systems
- Sheathing
- Sheet Metal
- Siding
- Skylights
- Sod Supplier
- Software
- Software/Estimating & Construction Accounting
- Solariums
- Spas/Hot Tubs/Whirlpools
- Sprinkler Systems
- Staffing Services
- Stairs/Handrails
- Steel Erection
- Steel Fabrication
- Steel Foundation Products
- Steel Framing
- Stone-Building/Landscaping
- Stone-Fabrication & Installation
- Stone-Cleaning & Restoration
- Storage
- Street Signs
- Structural Drying/Dehumidification
- Structural Steel
- Structural Steel Fabrication & Erection
- Structured Wiring
- Stucco
- Sun Rooms
- Surface Protection
- Surveyors
- Swimming Pool Construction
- Temporary Fencing
- Tennis Court Construction
- Tile-Contractor/Supplier
- Tilt-Up Construction
- Topsoil
- Tractor Service
- Traffic Control Products/Guardrails
- Trailer Sales & Rental
- Training
- Transportation Engineering & Studies
- Trenching & Shoring
- Truck Rental
- Trucks and Trailers
- Truss Systems
- Underground Utility Damage Prevention
- Underlayment-Gypsum
- Universal Design Consultants
- Urban Design
- Utilities
- Utility Contractors
- Vacuum Systems
- Ventilation Equipment & Systems
- Video Production
- Vinyl Siding & Windows
- Virtual Models
- Warranty Services
- Waste Disposal
- Waste Filters & Purifiers
- Waste Removal
- Waste Services
- Wastewater Disposal
- Water & Wastewater Equipment
- Waterproofing
- Windows
- Window Treatments
- Wine Cellar Design & Construction
- Wood Fireplace Mantels
- Wood Flooring
- Workers' Compensation
- Work Zone Safety Products
- Other: _____
- _____
- _____

One free listing with any size ad. Additional listings at \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Index Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____

