

# Ad Form

Edition 2, 2021  
Deadline for Ads: Nov,30  
Magazine Release: Nov/Dec 2021



## Company Info

Company	Contact:
Address	Phone:
City:	
State & Zip:	Email:

### Advertising Sizes/Rates

- 2 Page Spread \$1,400  
Submit w/bleed included: 17" x 11.125"  
Live area: 16.75" x 10.875"
- Full Page (with bleed) \$900  
Submit w/bleed included: 8.625" x 11.125"  
Live area: 8.375" x 10.875"
- Full Page (without bleed) \$900  
7.375" x 9.875"
- 1/2 Page Spread \$950  
Submit w/bleed included: 17" x 5.6875"  
Live area: 16.75" x 5.4375"
- 1/2 Page (Horizontal) \$600  
7.375" x 4.675", No Bleed
- 1/2 Page (Vertical) \$600  
3.5" x 9.875", No Bleed
- 1/4 Page \$400  
3.5" x 4.8125", No Bleed
- Business Card \$250  
3.5" x 2", No Bleed

### Additional Rates

- Prime Ad Space \$200  
(Full-Page ads only)
  - Front Inside Cover
  - Back Inside Cover
  - Back Cover
- Prime ad space is reserved on a first-come, first-served basis with previous publication's cover advertisers given first option for prime ad placements.*

### Advertisement Specifications

Publication printed with 100% vegetable-based inks at 200 line screen. Saddle stitched with final trim size of 8.375" x 10.875". FSC certified printer and stock.

Advertisements will be printed in full color. You may submit ads in the following formats:

- .pdf (embed all fonts), .eps, .psd, .indd, .ai, .tiff
- All photo elements in file 300 dpi or higher resolution
- Please outline all fonts if submitting InDesign, Photoshop or Illustrator file
- Please submit all ads in CMYK color space (NOT RGB)

Use artwork on file.

### Payment Information

Method of Payment:

Check  MC/Visa  AMEX

If check, send invoice to: \_\_\_\_\_

Total Amount Due: \$ \_\_\_\_\_

I authorize CLFP to charge my credit card for ad space in the CA Food Producer magazine. I agree to pay total amount due according to card issuer agreement.

Credit Card # \_\_\_\_\_

Exp Date \_\_\_\_\_ CCV \_\_\_\_\_

Billing Address \_\_\_\_\_

Name \_\_\_\_\_  
(As it appears on card)

Signature \_\_\_\_\_  
(Of authorized card holder. **Electronic signature NOT accepted**)

Email Receipt to: \_\_\_\_\_

CLFP - WE HELP BRING CALIFORNIA'S GOODNESS TO THE WORLD



CLFP Magazine

TERMS AND CONDITIONS

TERMS

The California League of Food Producers (CLFP) reserves the right to refuse use of advertisement submitted.

CLFP retains the right to layout placement of advertisement in the publication. Space is reserved only with completed contract and payment. Premium pages are assigned on a first-come, first-served basis, with previous issue's cover advertisers given first option for back and inside cover placements.

Rates are subject to change on an annual basis. All rates are based on providing ad copy electronically as a PDF, AI, INDD, PSD, EPS, TIFF, or JPG file type and ready for print. Color advertisements must be provided in CMYK. If artwork supplied by advertiser "COMPANY"/agency is not via suggested format, additional production costs may be billed to the advertiser/agency at trade rates.

CLFP is not responsible for ad copy provided electronically without appropriate links provided. All ad copy becomes the property of CLFP, unless otherwise agreed upon by CLFP and advertiser "COMPANY"/agency.

All efforts are made to preserve advertising materials in their originally-submitted condition. However, neither CLFP nor its agents are responsible for lost or damaged advertising materials after publication.

The advertiser "COMPANY"/agency is solely responsible for the content of the advertisement and assumes complete responsibility for substantiating any and all claims made in the advertisement.

All advertisements are accepted and published on the basis that the advertiser "COMPANY"/agency is authorized to publish the entire content of the advertisement. This includes, but is not limited to "COMPANY's"/agency's representation that all logos, trade names, trademarks, and other similar property contained or referenced in the advertisement, whether registered or not, are the property of "COMPANY" and/or "COMPANY" is authorized to use the property at all times during which the advertisement will be in circulation.

The advertiser "COMPANY" shall hold harmless, and defend and indemnify CLFP and its respective employees, directors, members, officers, agents, contractors and representatives of every type from any claims, losses, damages, and expenses including actual, consequential, and punitive damages and attorneys' fees resulting from publishing the contents of said advertisement, including claims for copyright or trademark infringement, plagiarism, libel, and any other claims that may arise from publishing said advertisement.

CANCELLATIONS

The advertiser "COMPANY"/agency acknowledge that cancellations of space reservations must be received in writing on or before November 30, 2021, in order to receive a full refund. Cancellations will not be accepted and no monies returned after the ad copy deadline of November 30, 2021.

I hereby certify that I am an authorized agent of the above-named "COMPANY" and have authority to execute this Advertisement Agreement for and on behalf of same. With my signature hereon, the "COMPANY" authorizes the California League of Food Producers to publish the attached advertisement in the California Food Producer, and elsewhere as determined by CLFP.

On behalf of the "COMPANY", I have read and agree to the terms and conditions as set forth on the reverse of this Advertisement Agreement.

[Electronic signature not accepted! Please sign and scan and then email to lisa@clfp.com or fax to 916-640-8156.](mailto:lisa@clfp.com)

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

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

AGREEMENT MUST BE COMPLETED AND RETURNED TO:  
 California League of Food Producers  
 2485 Natomas Park Drive, Suite 550, Sacramento, CA 95833  
 Estimated Distribution Date: December 2021