



ADVERTISING MEDIA KIT

CALIFORNIA ASSOCIATION OF COLLECTORS

VENDOR MEMBERSHIP

In today's economy, it is important that collection agency owners keep abreast of the latest technology, products and services for the collection industry. CAC's widely circulated bi-monthly magazine, Collector's Ink, and Annual Conference & Expo feature the latest in technology designed for collection agencies, collection forms and printing services, mortgage information, management consultants and more.

CAC invites your company to become a vendor member of our Association. By becoming a vendor member, the contacts you will make will prove most beneficial to your business.

CAC offers three levels of vendor membership so you can choose which will best suit your company's needs.

VENDOR A \$2,885

- Includes a full-page, full color advertisement in *Collector's Ink* for one year (6 issues)
- One subscription to *Collector's Ink*
- CAC Annual Conference & Expo privileges, including:
 - Full registration for one person
 - Complimentary standard 10' x 10' booth
 - First priority exhibition space
 - Company listing in the conference program
- Your company logo, service/product information and website linked on CAC's website
- Company listing in the CAC Legal & Legislative Conference program held in Spring
- Attendance at all CAC functions at member rates
- CAC membership roster
- Discount on advertising (preferred placement)
- Office product discount program

VENDOR B \$2,060

- Includes a half-page, full color advertisement in *Collector's Ink* for one year (6 issues)
- One subscription to *Collector's Ink*
- CAC Annual Conference & Expo privileges, including:
 - Full registration for one person
 - Complimentary standard 10' x 10' booth
 - Second priority exhibition space
 - Company listing in the conference program
- Your company logo, service/product information and website linked on CAC's website
- Company listing in the CAC Legal & Legislative Conference program held in Spring
- Attendance at all CAC functions at member rates
- CAC membership roster
- Discount on advertising upgrades
- Office product discount program

VENDOR C \$850

- Includes a half-page, full color advertisement in *Collector's Ink* for 2 issues
- One subscription to *Collector's Ink*
- CAC Annual Conference & Expo privileges, including:
 - Standard 10' x 10' booth for \$850
 - Third priority exhibition space
 - Company listing in the conference program
- Your company logo, service/product information and website linked on CAC's website
- Company listing in the CAC Legal & Legislative Conference program held in Spring
- Attendance at all CAC functions at member rates
- CAC membership roster
- Discount on advertising upgrades
- Office product discount program

2012 EDITORIAL CALENDAR

COLLECTOR'S INK

Collector's Ink is the official bi-monthly magazine of the California Association of Collector's, Inc. Collector's Ink keeps readers informed on the latest industry news, legislative updates and provides tips on operating a successful business. There are several options to advertise your products and services and ensure exposure to the leaders in the industry.

JANUARY/FEBRUARY 2012

• Theme: TBA

MARCH/APRIL 2012

• Theme: Legal Issue

MAY/JUNE 2012

• Theme: TBA

JULY/AUGUST 2012

• Theme: Legislative Issue

SEPTEMBER/OCTOBER 2012

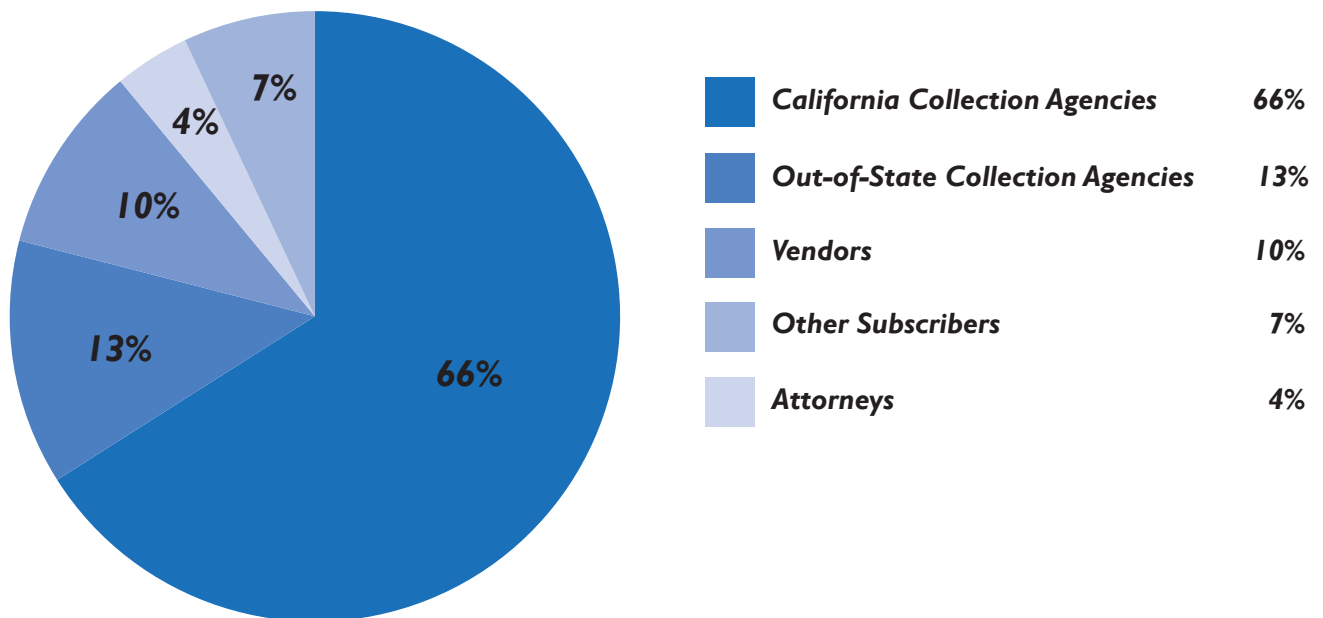
• Theme: Vendor Member Issue

NOVEMBER/DECEMBER 2012

• Theme: TBA

READERSHIP

COLLECTOR'S INK





VENDOR MEMBER APPLICATION

new vendor renewing vendor

COMPANY INFORMATION (please type or print)

Company Name: _____ Company Website: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name/Title (receives mail, faxes, emails, etc): _____

Phone: _____ Ext. _____ Fax: _____ Email: _____

Additional Contact Emails: _____

Advertising/Marketing Contact: _____

Phone: _____ Email: _____

Tradeshow Coordinator: _____

Phone: _____ Email: _____

Brief description of business as it relates to the collections industry: _____

MEMBERSHIP LEVEL – Please select level of membership:

Vendor A (\$2,885) Vendor B (\$2,060) Vendor C (\$850)

Membership Total: _____

CONTRACT

This is an annual agreement from: _____ to _____ **GRAND TOTAL:** _____

Bill Me (available to renewing vendors only) Check Enclosed Visa Mastercard AMEX

Card Number: _____ Exp. Date: _____ Security Code: _____

Card Holder's Name: _____ Signature: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Vendor Signature: _____ **Date:** _____

By signing this document, you agree to the terms and conditions that are set forth on the terms and conditions page. CAC reserves the right to change, cancel or modify all or any part of this agreement. Unless noted, prices do not include additional printer costs for artwork modification.

Please mail payment and advertising contract to:
California Association of Collectors, Inc.
1455 Response Road, Suite 240
Sacramento, CA 95815

Phone: (916) 929-2125
Fax: (916) 929-7682
Email: cac@calcollectors.net
www.calcollectors.net

DISPLAY ADVERTISING RATES (NON-VENDOR MEMBER)

COLLECTOR'S INK

AD SIZE	PER ISSUE	2 ISSUES	5 ISSUES	6 ISSUES
BACK COVER <i>Preferred Placement</i> Color Only 8.5 x 11 (bleed: 9 x 11.5)	\$970	\$1,843 \$97 Savings!	\$3,492 \$388 Savings!	\$4,947 \$873 Savings!
INSIDE BACK COVER <i>Preferred Placement</i> Color Only 8.5 x 11 (bleed: 9 x 11.5)	\$915	\$1,739 \$91 Savings!	\$3,294 \$366 Savings!	\$4,667 \$823 Savings!
2-PAGE CENTER SPREAD <i>Preferred Placement</i> Black & White or Color (Price does not include color) 17 x 11 (bleed: 17.5 x 11.5)	\$1,125	\$2,138 \$112 Savings!	\$4,050 \$450 Savings!	\$5,738 \$1,012 Savings!
2-PAGES FACING <i>Preferred Placement</i> Black & White or Color (Price does not include color) 17 x 11 (bleed: 17.5 x 11.5)	\$1,050	\$1,995 \$105 Savings!	\$3,780 \$420 Savings!	\$5,355 \$945 Savings!
INSIDE FRONT COVER <i>Preferred Placement</i> Color Only 8.5 x 11 (bleed: 9 x 11.5)	\$970	\$1,843 \$97 Savings!	\$3,492 \$388 Savings!	\$4,947 \$873 Savings!
FULL PAGE Black & White or Color (Price does not include color) 8.5 x 11 (bleed: 9 x 11.5)	\$450	\$855 \$45 Savings!	\$1,620 \$180 Savings!	\$2,295 \$405 Savings!
HALF PAGE Black & White 7.5 x 4.5 (Horizontal)	\$275	\$523 \$27 Savings!	\$990 \$110 Savings!	\$1,403 \$247 Savings!

COLOR CHARGE

Color is available for any full page advertisement. An additional \$350.00 per 8.5 x 11 per issue will be added to the black and white prices listed above.

VENDOR MEMBERS

Advertising is included with vendor membership. CAC vendors receive an additional 25% discount on any additional advertising or color purchased. See vendor member advertising rates.



DISPLAY ADVERTISING CONTRACT (NON-VENDOR MEMBER)

COMPANY INFORMATION (please type or print)

Company Name: _____ Company Website: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name/Title: _____

Phone: _____ Fax: _____ Email: _____

Brief description of business as it relates to the collections industry: _____

ADVERTISING RATES

AD SIZE	PER ISSUE	2 ISSUES	4 ISSUES	6 ISSUES	COLOR	TOTAL:
BACK COVER (color only)	<input type="checkbox"/> \$970	<input type="checkbox"/> \$1,843	<input type="checkbox"/> \$3,492	<input type="checkbox"/> \$4,947	–	
INSIDE BACK COVER (color only)	<input type="checkbox"/> \$915	<input type="checkbox"/> \$1,739	<input type="checkbox"/> \$3,294	<input type="checkbox"/> \$4,667	–	
2-PAGE CENTER SPREAD	<input type="checkbox"/> \$1,125	<input type="checkbox"/> \$2,138	<input type="checkbox"/> \$4,050	<input type="checkbox"/> \$5,738	<input type="checkbox"/> \$700	
2-PAGES FACING	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$1,995	<input type="checkbox"/> \$3,780	<input type="checkbox"/> \$5,355	<input type="checkbox"/> \$700	
INSIDE FRONT COVER (color only)	<input type="checkbox"/> \$970	<input type="checkbox"/> \$1,843	<input type="checkbox"/> \$3,492	<input type="checkbox"/> \$4,947	–	
FULL PAGE*	<input type="checkbox"/> \$450	<input type="checkbox"/> \$855	<input type="checkbox"/> \$1,620	<input type="checkbox"/> \$2,295	<input type="checkbox"/> \$350	
HALF PAGE	<input type="checkbox"/> \$275	<input type="checkbox"/> \$523	<input type="checkbox"/> \$990	<input type="checkbox"/> \$1,403	–	

* Color is available for full page advertisements only.

Please begin running my ad in the _____ issue of *Collector's Ink*.

Continue to run the ad in the following months: _____

CONTRACT

This agreement is an annual contract from: _____ to _____ **GRAND TOTAL:** _____

Check Enclosed Visa Mastercard AMEX

Card Number: _____ Exp. Date: _____ Security Code: _____

Payment by credit card is your authorization for an additional 3% to be added to your payment of the "grand total" charged to the credit card.

Card Holder's Name: _____ Signature: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Advertiser Signature: _____ **Date:** _____

By signing this document, you agree to the terms and conditions that are set forth on the terms and conditions page.

CAC reserves the right to change, cancel or modify all or any part of this agreement. Unless noted, prices do not include additional printer costs for artwork modification.

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www.calcollectors.net

COLLECTION CLASSIFIEDS IN COLLECTOR'S INK

Collection Classifieds is the section in Collector's Ink where advertisers and CAC members can place an inexpensive classified advertisement. Do you want to buy or sell an agency, hire new employees, rent your vacation home, sell a boat, or simply sell office furniture?

COLLECTION NETWORK CLASSIFIED ADVERTISING RATES

The standard rate for CAC members for a classified ad is \$15 per line. (There are 40 units per line. Units include letters, numbers, spaces and punctuation marks.) The standard rate for a non-member is \$30.00 per line. A 10% discount will be applied to ads that run in 4 consecutive issues. Formatting of classified ads is done by CAC staff based on a standard style.

BOXED ADS

The rate for a boxed ad is \$25 in addition to the standard rates listed above.

LOGOS

Classified advertisers may submit a full color logo to include in boxed ads only for an additional \$25. Logos may be submitted in a pdf, eps, tiff or jpeg format at 300 dpi or higher resolution by email to deedra@calcollectors.net.

BLIND BOX

Advertisers wishing to remain anonymous when advertising in Collection Classifieds may choose to use our Blind Box service. For a \$15 monthly fee, we will assign your ad a Blind Box number to which respondents will send their inquiries, in care of *Collector's Ink*. We will then forward all responses, marked "Personal and Confidential," to you.



COLLECTION CLASSIFIEDS ADVERTISING ORDER FORM

COMPANY INFORMATION (please type or print)

Company Name: _____ Company Website: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name/Title: _____

Phone: _____ Fax: _____ Email: _____

DURATION OF ADVERTISING

Please begin running my ad in the _____ issue of *Collector's Ink*.

Continue to run the ad in the following months: _____

Category under which ad should run (i.e. employment, business services, etc): _____

	RATE	BOXED AD	LOGO	BLIND AD	# OF ISSUES	*TOTAL:
MEMBER	\$15.00 x _____	<input type="checkbox"/> \$25	<input type="checkbox"/> \$25	<input type="checkbox"/> \$15	_____	
NON-MEMBER	\$30.00 x _____	<input type="checkbox"/> \$25	<input type="checkbox"/> \$25	<input type="checkbox"/> \$15	_____	

**If running 4 consecutive lines or more, deduct 10% from the total.*

Payment must be received in order for the ad to run in the next issue. There are 40 units per line. Units include letters, numbers, punctuation and spaces. Please write or type the text of your ad in the space below, or on an attached page.

GRAND TOTAL: _____ Check Enclosed Visa Mastercard AMEX

Card Number: _____ Exp. Date: _____ Security Code: _____

Payment by credit card is your authorization for an additional 3% to be added to your payment of the "grand total" charged to the credit card.

Card Holder's Name: _____ Signature: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Advertiser Signature: _____ **Date:** _____

CAC reserves the right to change, cancel or modify all or any part of this agreement. Unless noted, prices do not include additional printer costs for artwork modification.

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Fax: (916) 929-7682
Email: cac@calcollectors.net
www.calcollectors.net

CAC WEBSITE ADVERTISING

www.calcollectors.net

Reach more credit and collection professionals by advertising on CAC's website. With an average of over 4,100 visits a month, www.calcollectors.net is a dependable resource for finding the latest articles, compliance documents and much more for the collection industry. Gain more exposure by advertising on www.calcollectors.net today!

WWW.CALCOLLECTORS.NET AVERAGE MONTHLY TRAFFIC

New Visitors 2,063
Return Visitors 2,070
Total Visits 4,134

ADVERTISING RATES

DURATION	CAC MEMBER	NON-MEMBER
3 months	\$450	\$900
6 months	\$750	\$1500
12 months	\$1200	\$2400

Example of Online Text Advertisement



CAC is pledged to promote, stimulate, increase and improve the educational, social, economic, and ethical welfare of the California collection industry and consumers.

www.calcollectors.net

Advertisers may run either a text ad containing:

- Company logo OR company name (*whichever fits best*)
- 25 words of text or less
- Short Web URL

OR

- A 185 x 144 GIF or JPEG graphic ad (*Optimized for Web*)

**Note: Online ads rotate every eight seconds on the homepage*

CAC can create the text ad for an additional \$50 fee.



WWW.CALCOLLECTORS.NET WEBSITE ADVERTISING CONTRACT

COMPANY INFORMATION (please type or print)

Company Name: _____ Company Website: _____

Address: _____

City: _____ State: _____ Zip: _____

Web address where Web ad link should be directed: _____

Contact Name/Title: _____

Phone: _____ Fax: _____ Email: _____

DURATION OF ADVERTISING

Advertisers online ad to commence on *calcollectors.net* on _____ 20____, and will run for ____ month(s).

ADVERTISING RATES

	3 MONTHS	6 MONTHS	12 MONTHS	TOTAL:
MEMBER	<input type="checkbox"/> \$450	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,200	
NON-MEMBER	<input type="checkbox"/> \$900	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,400	

AD STYLE

Graphic Ad Text Ad Yes, I want CAC to create a text ad for an additional \$50

AD TEXT (Up to 25 words, plus a web url. See Advertising Media Kit for an example.)

CONTRACT

GRAND TOTAL: _____ Check Enclosed Visa Mastercard AMEX

Card Number: _____ Exp. Date: _____ Security Code: _____

Payment by credit card is your authorization for an additional 3% to be added to your payment of the "grand total" charged to the credit card.

Card Holder's Name: _____ Signature: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Advertiser Signature: _____ **Date:** _____

By signing this document, you agree to the terms and conditions that are set forth on the terms and conditions page.

CAC reserves the right to change, cancel or modify all or any part of this agreement. Unless noted, prices do not include additional printer costs for artwork modification.

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www.calcollectors.net

ADVERTISING SPECIFICATIONS & TERMS AND CONDITIONS

TERMS AND CONDITIONS & AD SPECIFICATIONS

WEBSITE ADVERTISING

Advertisers may run either a text ad containing a company logo OR company name (*whichever fits best*), 25 words of text or less and a short web url, or a 185 x 144 gif or jpeg graphic ad that has been optimized for the web. Advertisements rotate every eight seconds on the homepage. Email the graphic ad to cac@calcollectors.net.

CAC may change ad size, format and/or placement on CAC online at anytime. If this occurs, advertisers will be given 60-days notice to allow for submission of new ad files or cancellation.

If for any reason, the advertiser cancels its online ad prior to the ordered ad duration, no refund will be granted.

The advertiser warrants that he or she is authorized and entitled to advertise the business represented in the advertising and agrees to and hereby does indemnify and hold the Association harmless of and from any and all claims, damages or liability whatsoever arising out of or in any way caused by or connected with the printing or publication of the advertising.

COLLECTOR'S INK

All ads should be in digital form to avoid the possibility of additional charges from the printer and must be **full color (cmyk)**. **Preferred file formats are tiff, eps, pdf or jpeg, or InDesign publication and have a high resolution of 300 dpi or higher.** Please include all fonts and linked graphics, as well as an ad proof to ensure proper appearance.

The Association reserves the right to place the ad in *Collector's Ink* as necessary. No specific position is guaranteed in any issue, unless a "Preferred Placement/Upgrade" ad space has been purchased.

Vendor Members and advertisers will be billed for additional printer charges.

When advertising in "Collection Classifieds", only CAC members can advertise collection services. Classified advertisers must submit payment in full by the designated materials deadline prior to publication of any ads.

All advertisers who are not members of CAC must submit payment in full before any ads will run.

Digital artwork must be received by the 5th of the month preceding the issue in which the ad is run.

The advertiser warrants that he or she is authorized and entitled to advertise the business represented in the advertising and agrees to and hereby does indemnify and hold the Association harmless of and from any and all claims, damages or liability whatsoever arising out of or in any way caused by or connected with the printing or publication of the advertising.

VENDOR MEMBERS

This order shall constitute the entire agreement between Vendor Member and the Association.

Annual agreement entitles Vendor A and B to one ad in each issue. Six issues are printed annually.

Annual agreement entitles Vendor C to three ads annually. Six issues are printed annually.

Advertising copy furnished by the Vendor Member must be approved by the Association and the printing thereof will constitute such approval.

The advertiser warrants that he or she is authorized and entitled to advertise the business represented in the advertising and agrees to and hereby does indemnify and hold the Association harmless of and from any and all claims, damages or liability whatsoever arising out of or in any way caused by or connected with the printing or publication of the advertising.