

# 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

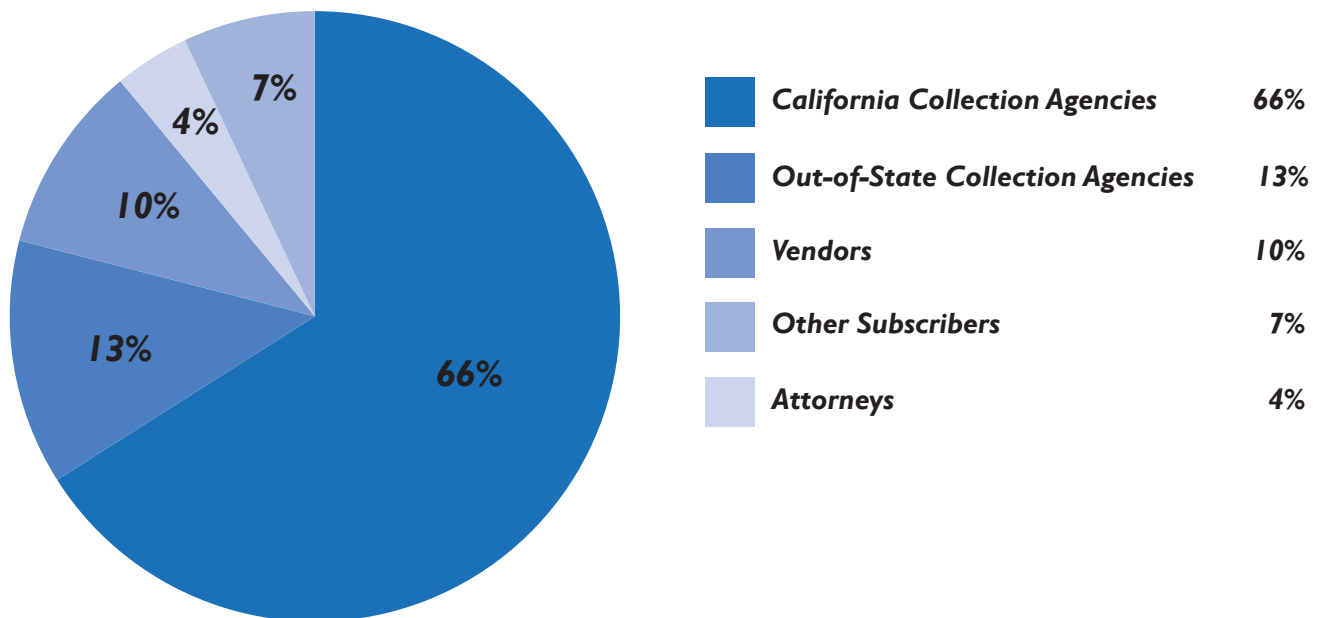
- Theme: Vendor Member Issue

### 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

# 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](mailto: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 5<sup>th</sup> 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.