



CALIFORNIA SOCIETY OF MUNICIPAL FINANCE OFFICERS

CSMFO

MAGAZINE

2017 RATES



This advertising form and your artwork file are due by the 15th of the month prior to the month you wish to advertise.

Advertising Options		
Half Page Ad	<input type="checkbox"/> \$250 per issue	<input type="checkbox"/> 3 Issues 15% Off <input type="checkbox"/> 6 Issues 20% Off
Full Page Ad	<input type="checkbox"/> \$400 per issue	<input type="checkbox"/> 3 Issues 15% Off <input type="checkbox"/> 6 Issues 20% Off
Sponsored Article	<input type="checkbox"/> \$625 per issue	<input type="checkbox"/> 3 Issues 15% Off <input type="checkbox"/> 6 Issues 20% Off
See reverse side for required artwork format.		
Select The Months In Which You Wish To Advertise: <input type="checkbox"/> January <input type="checkbox"/> February (2017 only) <input type="checkbox"/> March <input type="checkbox"/> May <input type="checkbox"/> July <input type="checkbox"/> September <input type="checkbox"/> November		
Contact Information		
Date of submission:		Contact person:
Company name:		
Address:		
Phone:		Fax:
E-mail:		
Website:		
Payment		
Credit Card <input type="checkbox"/> (See information below)	Check made payable <input type="checkbox"/> to CSMFO is enclosed	Please send an invoice <input type="checkbox"/> (Payment is due within 30 days via credit card or check)
Name as it appears on Credit Card:		
Credit Card type: <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard		
Security code:	Expiration:	Credit Card number:
Signature:		
Complete Billing address:		Total Cost:

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MAGAZINE

AD AND ARTICLE SPECIFICATIONS

Your artwork file and/or articles are due by the 15th of the month prior to the month in which you wish to be published. Ads & articles sent to: melissa.dixon@staff.csmfo.org.

Ad Specs:

Full Page/Cover

8.5"W x 11"H

8.375"W x 10.875"H - active space (text or logos should not exceed this)

Half Page

4.25"W x 11"H

4.125"W x 10.875"H - active space (text or logos should not exceed this)

Your PDF ad must have:

- CMYK color profile
 - 300 dpi
- All bleed and crop marks

Designers:

- Minimum size knockout type should be 8 point.
- CSMFO Magazine is both digital and print. Please make no digital reference to "click here" or "follow this link", however, in the digital version, we can link to any url you provide for your ad.

Authors:

- Please provide an unformatted Word document of your story without embedded images. You can signify where you'd like a submitted image using brackets.
- Images you wish to be included with your article must not be embedded in the Word document; send them separately and labeled with names corresponding to where you'd like them used in the Word document.
- **Articles must have a brief title and a byline.**
- Supply a high-resolution headshot of the author.
- CSMFO Magazine is both digital and print. Please make no digital reference to "click here" or "follow this link", however, in the digital version, we can link to any url you provide for your article.
- Article length must be between 500 - 1000 words.
- Please include an "About the Author" post script, to provide our audience with the context of your perspectives.
- Avoid using too many bulleted lists, diagrams or graphs in your article.

2017 Magazine Themes:

January: Improving Your Budget Process

Feb: Grants Management - Where oh Where?

Mar: The 2017 Conference Edition - 60 Years

May: Focus on Fiscal Sustainability

July: Hot - Hot Topics

Sept: Emergency Preparedness

Nov: Financial Reporting & Transparency