



2012 INSERTION ORDER:

Cal North E-Newsletters

Cal North – 1040 Serpentine Lane, Suite 201, Pleasanton, CA 94566  
Dan McCann | Director of Marketing | Ph: 925.426.5437 x14 | fax: 925.426.0473 | dmccann@cysanorth.org

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

Contact Name: \_\_\_\_\_ Title \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_ Email: \_\_\_\_\_

Web Site Address: \_\_\_\_\_ Service: \_\_\_\_\_

**ADVERTISING RATES**

Footer \$2000 per month  Badge \$1000 per month

Beginning date \_\_\_\_\_ - Ending date \_\_\_\_\_

**AD SIZES / TYPES**

Footer 459x75 720 DPI  Badge 200x188 720 DPI

**PAYMENT & BILLING INFORMATION**

Amount to be charged: \$ \_\_\_\_\_

Credit Card Type:  VISA  MasterCard or  Paying by check or money order (make check payable to **Cal North**): Check #: \_\_\_\_\_  
Fax insertion form to (925.426.9473) Payments should be mailed to: **1040 Serpentine Lane Suite 201, Pleasanton, CA 94566-4754**

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_ 3-digit Pin on back of Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone: \_\_\_\_\_

I authorize California Youth Soccer Association, Inc. (Cal North) to charge the above credit card identified for all charges associated with this E-newsletter order.

**TERMS AND CONDITIONS**

1. All Advertising material is subject to the approval by Cal North. Cal North accepts advertising placed by advertising agencies placed on behalf of their clients. As such all cost and liabilities associated with the placement of such advertising is the sole responsibility of the company for which such advertising space was ordered. Failure on the part of the advertising agencies to pay for the ordered space does not release the client company from the obligation of paying all costs contracted on behalf of said company. Payment must be received by the date specified on the publication rate sheet. Failure to do so may cause the order to be cancelled. Cal North reserves the right to determine the suitability of all advertisements submitted for publication and distribution, and to reject any advertisement that does not meet our editorial or production criteria.
2. **Submission of Advertisement:** The Customer will submit its Advertisement to Cal North according to its Advertising Submission Specifications. Cal North may, in its sole judgment, reject any Advertisement which is not in proper format, any Advertised Site which is not functional or which Cal North considers in its sole discretion unsuitable for linking to its Newsletter or Host Site. If Cal North rejects Customer's Advertisement and the Customer is unable or unwilling to comply with Cal North submission guidelines, then this Agreement shall be deemed terminated and Customer's sole remedy shall be to obtain a refund of any prepaid advertising fees. Customer will provide the ad text, artwork, company logo at their cost to the Cal North.
3. **Prices & Payment: Advertising Fee:** The Advertising Fee compensates Cal North for setting up, placing and operating the Customer's Advertisement on the E-newsletter during the Term. The Advertising Fee is submitted with the E-newsletter Insertion Order Form. The stated price will remain in effect during the stated Term.

I HAVE READ UNDERSTAND AND AGREE TO ALL TERMS AND CONDITIONS OF THIS AUTHORIZATION ORDER FORM.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

## 2012 INSERTION ORDER:

### Cal North Website

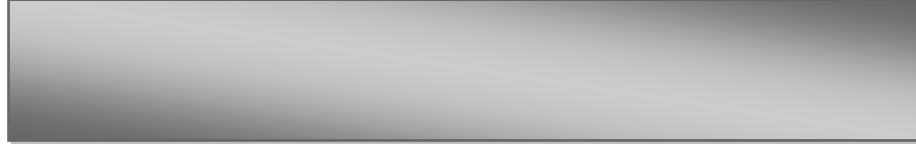
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## ARTWORK SPECIFICATIONS

All artwork sizes are specified in pixels as width x height. Please submit artwork in correct size Cal North will not resize artwork.

## CAL NORTH WEBSITE AD SIZES

Footer 459x75 720 DPI



Badge 200x188 720 DPI



The screenshot shows the Cal North website homepage. At the top is the logo and navigation menu. Below the menu is a main banner for a grant. To the right is a list of upcoming events. Below that are sections for recent headlines, a document and forms center, and a Twitter feed. At the bottom are two yellow boxes labeled 'FOOTER' and a footer area with contact information and a weather widget.

## FILE SUBMISSION INFORMATION

Create or convert files to RGB Color

Resolution 720 DPI

Submit files as one of the following file types:

JPEG, GIF or HTML. No adobe flash files will be accepted

Files may be sent directly to Emanuel Lusca at [elusca@calnorth.org](mailto:elusca@calnorth.org)

If you prefer to send via our ftp site, please contact Emanuel at 925.426.5437 x12.