



2024-2025 Membership Directory & 2024 Fun 'N Sun Convention Program Booklet

ADVERTISING SPACE AVAILABLE

We invite you to advertise in the CalFlowers 2024 - 2025 Membership Directory and 2024 Fun 'N Sun Convention Program Booklet. **This year we are offering two ad placements for the price of one!** Advertising with CalFlowers provides an excellent promotional opportunity for businesses, organizations, and their services to be highlighted to a network of floral industry stakeholders.

Why should I advertise in the 2024-2025 Membership Directory & 2024 Fun 'N Sun Convention Booklet?

- Ad placement provides year-long exposure to nearly 900 members, including wholesalers, retailers, and large volume buyers nationwide in addition to over 500 convention attendees.
- The directory and convention are vital resources used and attended regularly by companies seeking information essential to their operations.
- Your advertising dollars go directly to producing and publishing the highest quality product for the membership.

How do I place an ad?

- Fill out and fax or email the Insertion Order form. If your ad placement choice has not been filled, a confirmation email will be sent to you immediately. If your ad placement choice has already been filled, you will be contacted to discuss other options. Once the ad placement has been agreed upon, you will receive email confirmation and invoice for payment.
- The Ad Insertion Order deadline is **11/10/23**. All artwork needs to be submitted by **11/17/23**.
- **Note that all ads in the Fun 'N Sun convention booklet will be printed in black and white.**

Payment Policy:

Payment is due in full upon receipt of invoice from CalFlowers. Payment can be made via VISA, MasterCard or American Express credit cards.





Artwork Specifications

Digital File Submission

All materials submitted electronically are subject to review by the production department. Macintosh formatted CD's are preferred.

Artwork Deadline

All artwork for your ad must be in our office no later than **11/17/23**.

Email

Advertisers may email their zipped files electronically to Jordan Richardson: jordan@cafgs.org.

All files must be in CMYK or black and white mode. All files must be 300 dpi or higher. Build bleed into document size with crop marks. File transfer either email or CD. Please zip all email transfers.

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Acceptable File Formats

PROVIDE A PROOF WITH DIGITAL FILE (PDF PROOF ACCEPTED)

a PC/ Mac PDF/Acrobat "Press Ready" with crops

a PC/ Mac TIFF - Must be 300dpi or higher with crops

a PC/ Mac Illustrator EPS (all fonts outlined, and all images need to be embedded) with crops

a PC/ Mac JPEG – Must be 300dpi or higher with crops

Certified Color Press Proof

All ads will be printed to the density indicated in the file unless a certified color press proof is provided. Valid types of color proofs include Match prints, Fuji proof, or digital proofs such as Iris. Laser, inkjet, or color copy proofs are acceptable for identification purposes only. If a valid color proof is not provided but is desired, we will produce one at an additional production charge. All spot colors will be converted to CMYK and will not match perfectly to a spot color however we will do our best. Note that all ads in the Fun 'N Sun convention booklet will be printed in black and white.

Production Charges

Artwork, copy changes, film conversion, other prep work is billed by the hour. An estimate will be provided if you choose to use this service. If you need assistance in creating your ad, please contact Jordan (jordan@cafgs.org) for options.



2024-2025 Membership Directory & 2024 Fun 'N Sun Convention Program Booklet Advertising Rates

LOCATION	BLACK & WHITE	COLOR*	NO BLEED	FULL BLEED
2- Page Spread	\$1,100	\$1,250	16" x 10"	17.25" x 11.25"
Inside Back Cover	\$800	\$900	7.5" x 10"	8.75" x 11.25"
Inside Front Cover	\$800	\$900	7.5" x 10"	8.75" x 11.25"
Full Page	\$500	\$600	7.5" x 10"	8.75" x 11.25"
Half Page (horizontal only)	\$400	\$500	7.5" x 4 7/8"	
Quarter Page (vertical only)	\$300	\$400	3.75" x 4 7/8"	
Business Card (horizontal only)	\$200	\$300	3 5/8" x 2 3/8"	

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The Directory publication is spiral bound. Please allow at least 1/2" on side of ad for spiral. Please leave 1" of non-type area for the 2-Page Spread Ad. Trim size is 8.5 x 11. Vital advertising and copy should be kept at least 3/8" away from final trim, 1/2" from bleed size. Critical material should not run into the gutter of spreads. Above sizes in bleed column include 1/8" bleed on all sides.

Insertion Orders

Ad spaces are sold on a first-come, first-served basis. Insertion Orders must be received no later than 11/10/23. Payments for ads may be made by VISA, MasterCard or AMEX and are due upon receipt of your invoice. Your ad space is not be guaranteed until payment is received in full.

Ad Insertion Order Form

Company Name: _____

Company Contact: _____

Please specify your ad placement preference: _____

Amount to be invoiced: _____ Invoice Email: _____

Phone: _____ Fax: _____