



CRCA Advertising Insertion Order Form

2024 Directory Advertising Rates

Four Color

Full Page* \$995 1/2 Page \$750 1/4 Page \$550

*Includes logo + URL on CRCA.org Home Page

2024 CRCA Today Advertising Rates

Size	Member 4x	Member 2x	Member 1x	Nonmember 1x
<i>Black & White</i>				
Full	\$1,465	\$1,610	\$1,730	\$1,955
1/2	\$985	\$1,080	\$1,165	\$1,310
1/4	\$650	\$710	\$765	\$865
<i>Four Color</i>				
Full	\$2,065	\$2,270	\$2,235	\$2,755
1/2	\$1,720	\$1,890	\$2,030	\$2,290
1/4	\$1,095	\$1,195	\$1,295	\$1,460

Price per issue, billed after mailing.

Article Spotlight Digital Banner Ad

NEW FOR 2024

Limited to 1 ad per issue. Campaign to run 6x per CRCA Today Issue after initial issue launch....all with your Exclusive Banner Ad! Your ad includes URL/ Call-to-action link. Circulation: 9,000 per email

Banner Ad: 700x100 pixels maximum (.png or .jpg files)

Price: \$1,200 per issue

PRINTING SPECIFICATIONS

Image Files should be CMYK at least 300 DPI in Adobe InDesign, Illustrator, Photoshop or PDF File.

- Full Page: Bleed - 8.75x11.25, Trim - 8.5x11
- Half Page: Bleed - 8.75x5.625, Trim - 8.5x5.5
- Quarter Page: Bleed - 4x5.25, Trim - 3.625x4.875

All Directory & CRCA Today Ads Include URL/ Call-to-action link for digital format.

AD CLOSE DATES

CRCA Directory
2/9/2024

CRCA Today & Banner Ads

Winter	2/9/2024
Spring	4/5/2024
Summer	6/7/2024
Fall	10/18/2024

Advertiser Name: _____ Date: _____

Contact: _____ Email: _____

CRCA Directory Full Page 1/2 Page 1/4 Page New Ad Repeat Ad

CRCA Today Color B&W New Ad Repeat Ad

Issue Winter Spring Summer Fall

Size Full Page 1/2 Page 1/4 Page

Digital Banner Ad Winter Spring Summer Fall

Return insertion order to linda@crca.org