

CCPH Advertising Information and Rates

The California Council for the Promotion of History (CCPH) accepts paid advertisements for publication in its Conference Program and its newsletter, *California History Action*.

- The conference program is provided to CCPH members in registration materials, and again at the conference and has a combined distribution of about 500 copies.
- The newsletter is published quarterly (once electronically and three times a year in hardcopy). Archived copies of past newsletters are posted on the CCPH website. Each issue has a distribution of about 250 to 350 copies.

CCPH and *CHA* editorial staff reserves the right to edit or limit advertising items due to space or timing constraints, and reserves the right to refuse to publish any advertisement for any reason.

Rates

<u>Size</u>	<u>Newsletter</u>	<u>Program</u>
Business Card (3.66" x 2.35)	\$35	\$55
Quarter Page (3.66" x 5")	\$65	\$95
Half Page (7.5" x 5")	\$105	\$165
Full Page (7.5" x 10")	\$175	\$255

Discounts for multiple issue advertisements are available; please ask at time of order.

Submission Specifications

CCPH publications are one-color—usually Pantone 648, a deep blue

- Advertisements will be printed in the same color as the publication
- Advertisements can be submitted in full or spot color, but will be converted to the publication color before printing
- The deadlines for submitting advertising art work in the newsletter are: February 1, May 1, August 1, and December 1 of each year. Conference program advertising deadline is June 15.
- All advertising payments must be received within 7 calendar days of artwork deadline.

Electronic Files only

- Grayscale
- 300 or higher dpi
- JPG, PDF, or TIF format
- PDF files must have fonts and images embedded

Ordering

- Send order request (size of advertisement, number of issues, and artwork) to: ads@ccphhistoryaction.org
- Instructions for payment will be sent upon approval of order.
- This specifications sheet posted at: <http://ccphhistoryaction.org/id35.html> or <http://ccphhistoryaction.org/newsletter.html>