



2008-2009 Advertising Rates & Information

Targeted Advertising Reaching California's Private Ambulance Providers



The Siren is the official newsletter of the California Ambulance Association. Printed on a quarterly basis, the Siren is the only publication targeting the state's private ambulance providers.

Reach these decision makers by advertising your product or service in the Siren.

Publishing Schedule

Issue	Ad Deadline	Publish
Fall 2008	November 5	November 18
Winter 2009	December 29	January 26
Spring 2009	March 2	April 1
Summer 2009	June 22	July 20
Fall 2009	October 12	November 9

Mechanical Requirements

Ad Size	Width	Depth
2 Page Spread	16"	9.125"
Full Page	7.5"	9.125"
2/3 Page	5.315"	9.125"
1/2 Page Horizontal	7.5"	4.5625"
Jr. Page Vertical	4.2227"	7.0509"
1/3 Page Block	4.2227"	4.5"
1/3 Page Vertical	3.13"	9.125"
1/6 Page Horizontal	4.2225"	2.5242"
1/6 Page Vertical	3.13"	4.5625"

Advertisement placement based on date of receipt by CAA of a signed agreement. CAA reserves the right of final acceptance of advertisement for its publications.

Advertising Space Rates

Size	Space Rate
2 Page Spread	\$1,000.00
Full Page	\$750.00
2/3 Page	\$450.00
1/2 Page Horizontal or Jr. Vertical	\$400.00
1/3 Page Vertical or Block	\$300.00
1/6 Page Vertical or Horizontal	\$150.00
Inserts (per page, no discounts)	\$500.00

Camera-ready ads required. Design services available at an additional cost.

Color Rates Plus Space Rate

Option	Rate
4 Color	\$500.00
Spot Color	\$300.00

Discounts

Type	Discount
Member Discount	10% per ad per issue
Agency Commission	10% per ad per issue
One-Year Contract Discount	10% per ad per issue

Contact:
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