

Newsletter Advertising Rates

1. **President’s Updates sent on the internet**
 (twice a month-30, 493 hits)
Deadline: Can be sent at anytime
 4-6 full lines maximum
 Includes live link

Sample:

CLTA gratefully thanks our sponsors:
Wonderful College Master of Arts in Teaching
 Second Language, Summer Residency
 Program on the moon.
<http://www.martianedu>, 800-555-5555

1 month	\$250
2 months	\$500
4 months	\$950
6 months	\$1400
1 year	\$2800

2. **CLTA Website-Continual Month-long Advertising**
Deadline: Can be sent at anytime
 4-6 full lines and logo-maximum
 -includes live link

Sample:

CLTA gratefully thanks our sponsors:
Wonderful College Master of Arts in Teaching
 Second Language, Summer Residency
 Program on the moon.
<http://www.martianedu>, 800-555-5555

	Main Page 3500 average # of hits per month	Web Lesson Page 5000 average # of hits per month	Jobs Page 3500 average # of hits per month
1 month	\$300	\$500	\$300

3. **Pre-conference Program** (mailed in
 October to ALL members-
 black and white-grey scale)

Deadline: October 15, 2012 (next year)

Inside Cover	\$1500
Inside Back Cover	\$2000
Back Cover	\$3000
1 page	\$400
½ page vertical	\$150
½ page horizontal	\$150
¼ page	\$100
Classified Ad- Business Card Size	\$50.00

Add \$600to each price for color

4. **Conference Program** (attendees receive the
 program at the state conference)
Deadline: January 25, 2011

Back Cover-color	\$3000
Inside Back Cover-color	\$2000
1 page-B & W	\$500
½ page vertical –B & W	\$250
½ page horizontal-B & W	\$250
¼ page B & W	\$100
Classified Ad- Business Card Size B & W	\$50.00

Add \$600 for color inside

*For further information, contact
 Nadine Elwood
 dino719@aol.com*

Specifications for Programs:
Newsletters in PDF Format
Full Page Format 7 1/2” wide x 10” high;
Half Page Format 3 ¾” width x 10” high;
Quarter Page Format 3 ¾” wide and 5” high.

*All ads should be TIFF or PDF format.
 All ads must be grey scale.*

*Please contact us if you would like to run color ads
 in the program!*

*Submit on-line to Nadine Elwood
 dino718@aol.com*

Make Check payable to “CLTA”

Submit Payment with your specific request to:

Nadine Elwood, CLTA Advertising Manager
 9735 Doreen Drive
 Cypress, Ca. 90630
 w-714-779-7870 x 1051

THANK YOU
GRACIAS*MERCI*GRAZIE*DANKE*DANKON*ARIGO
TO