

# Advertise your products and services to planners!

...in *Connecticut Planning*, the Official Newsletter of the Connecticut Chapter of the American Planning Association



*Connecticut Planning* presents an excellent opportunity to establish a presence before the planning community in Connecticut. This quarterly newsletter includes feature articles on important planning developments, announcements about special projects coming out of National APA and area agencies, local employment opportunities, various Chapter reports, conference information and much

more. It is avidly read by the CCAPA membership, which includes municipal and regional planning officials, economic development directors, attorneys, planning consultants and others involved in the land use planning and development process. In addition to its local print distribution, *Connecticut Planning* is sent in digital format to APA leadership across the U.S. (total distribution more than 800). Because planners are a hub in the development process, they are in an excellent position to use and recommend your company's products and services.



## ADVERTISING CONTRACT

Thank you for your interest in advertising in *Connecticut Planning*. Please note the following guidelines:

- Publication is 8 1/2 X 11 format, two-column plus gutter, black ink on ivory stock. Typical issue is 16 or 20 pages.
- Advertisements must conform to one of the sizes below and should be submitted as digital file where possible (high resolution Acrobat, TIF, or EPS) or as camera-ready paper mechanical. Make-ready fees may apply for artwork needing alterations. Typesetting and graphic design services are available at additional cost — please inquire!
- Ad copy and payment should be submitted 45 days prior to issue date (i.e., Nov. 15 for Jan.-Mar. issue).
- Please note that a significant discount (25%) is offered to vendors who elect to pre-pay for a four-issue commitment. Essentially: buy three ads, get the fourth placement free!

OPTIONS (CIRCLE ONE)	A	B	C	D	E	F
Dimensions	2-3/4" wide 1-5/8" high	3-3/4" wide 2-3/8" high	2-3/4" wide 4-7/8" high	3-3/4" wide 4-7/8" high	4-3/4" wide 4-7/8" high	7-3/4" wide 4-7/8" high
Rate per issue	\$60	\$90	\$110	\$130	\$150	\$200

\_\_\_\_\_ ( )  
 Contact Name \_\_\_\_\_ Phone \_\_\_\_\_  
 \_\_\_\_\_ ( )  
 Company Name \_\_\_\_\_ Fax \_\_\_\_\_  
 \_\_\_\_\_  
 Street Address \_\_\_\_\_ Email \_\_\_\_\_  
 \_\_\_\_\_  
 City/State/Zip Code \_\_\_\_\_ Web \_\_\_\_\_

<b>Start date:</b>	Number of runs	_____
<input type="checkbox"/> Jan-Mar '06	Rate per issue	X \$ _____
<input type="checkbox"/> Apr-Jun '06	Minus 25% discount	- \$ _____
<input type="checkbox"/> Jul-Sept '06	(only for pre-paid 4X run)	_____
<input type="checkbox"/> Oct-Dec '06	<b>TOTAL ENCLOSED:</b>	= \$ _____
_____	Signature	_____
_____	Date	_____

➔ Please return completed contract, artwork, and payment (checks payable to "CCAPA") to...

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 CCAPA Advertising Administrator  
 205 North Farms Road  
 Coventry, CT 06238  
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# Advertisement size options for *Connecticut Planning*

**“E”**

4-3/4 wide  
4-7/8 high

**“C”**

2-3/4 wide  
4-7/8 high

**“F”** 7-3/4 wide X 4-7/8  
high

**“A”**

2-3/4 wide  
1-5/8 high

**“B”**

3-3/4 wide  
2-3/8 high

**“D”**

3-3/4 wide  
4-7/8 high