

# CDANA CONNECTION

MAGAZINE FOR THE CULLIGAN DEALERS ASSOCIATION OF NORTH AMERICA, INC.



2017 CDANA CONNECTION

## MediaKit

Advertise your products and services before the entire Independent Culligan Dealers Network through the CDANA Connection!



# CDANA Connection magazine

is the professional organizational communication medium for all Culligan Dealers in North America, Inc. Four times per year, CDANA Connection features informational and educational articles of interest to all phases of the independent Culligan dealer system. CDANA Connection includes timely information covering issues, events, people, companies, products, and services. CDANA Connection is the perfect “connection” to independent Culligan dealers. CDANA Connection is a JSJ Productions, Inc. trade publication and is provided complimentary to all independent Culligan dealers of North America. It also goes to industry suppliers and paying subscribers.

## Publication Schedule

Winter Issue 2017

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Spring Issue 2017

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Summer Issue 2017

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Fall Issue 2017

## Ad Submission Deadline

January 15, 2017

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April 15, 2017

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August 15, 2017

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October 15, 2017

## Classified Advertising

\$1.00 per word (\$50.00 minimum charge)

Blind box: \$10.00 service charge added to rate.

Terms: all classified ads must be paid in advance.

## Credit, Payment, Commissions, Discounts

Payment must accompany all insertions unless credit has been established with the publisher. Payment terms are net 30 days. Agency commissions are not allowed. Advertisers and their agencies shall be jointly and severally responsible for advertising payments.

## Inserts Collateral Services

Inserts advertising is available. Contact the publisher for rates.

All space reservations, insertion orders, advertising material, and correspondence pertaining to advertising should be directed to CDANA Connection at the following address:

JSJ Productions, Inc.  
625 West Market Street  
Salinas, CA 93901  
512.894.4106 • Fax: 512.858.0486  
jennifer@jsjproductionsinc.com

# Advertising Rates

Black Only	1x	2x	3x	4x
2 page spread	\$1,565.00	\$1,465.00	\$1,365.00	\$1,165.00
Full page	\$915.00	\$865.00	\$815.00	\$765.00
2/3 page	\$865.00	\$815.00	\$715.00	\$715.00
1/2 page	\$765.00	\$715.00	\$615.00	\$615.00
1/3 page	\$665.00	\$615.00	\$565.00	\$515.00
1/4 page	\$515.00	\$465.00	\$465.00	\$415.00

## Bleeds and Color Ads (add amount to above rates)

Bleeds	\$125.00
Two screen colors (Black + one color)	\$225.00
Three screen colors (Black + two colors)	\$325.00
Four color process (Black + three colors or four color process)	\$425.00

Note: Advertiser is responsible for providing digital artwork according to the CDANA Connection Mechanical Specifications. See specification schedule.

## Mechanical Requirements

Refer to the CDANA Connection Mechanical Specification schedule.

## Additional Subscriptions

Additional subscriptions are available at \$15.00 per year US and \$60.00 Mexico, Canada, and overseas.

## Circulation

CDANA Connection is a controlled circulation newsletter reaching all independent Culligan dealers in North America. A publisher's sworn statement of circulation is available upon request.

## Copy and Contract Regulations

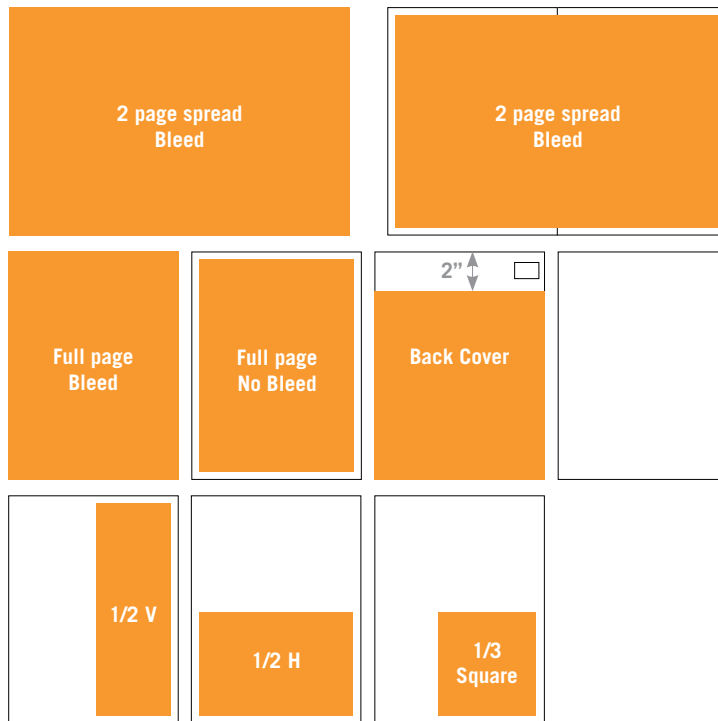
The publisher reserves the right to reject any article, copy, or advertisement at any time. Advertisers and advertising agencies shall assume equal liability for all content (including text, representation, and illustrations) of advertisements printed and shall assume responsibility for any claims arising and/or made against the publisher.

The publisher will not be bound by any conditions, printed, or otherwise appearing on copy instructions when such conditions conflict with the regulations set forth on this rate sheet. Cancellations must be in writing, and none is considered accepted until confirmed by the publisher.

The publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained because of acts of God, acts of government, or governmental instrumentality (whether federal, state or local), strikes, accidents, work stoppages, fire, or any similar or dissimilar circumstances beyond the control of the publisher.

CDANA Connection is a JSJ Productions, Inc. trade publication. JSJ Productions, Inc. owns all copyrights therein, unless otherwise specified.

# Mechanical Specifications



## Digital Ad File Requirements

Please submit print advertisements in one of the file formats:

1. **Adobe PDF/X-1a.** Fonts must be embedded. Make sure all black text is 100% black.
2. **Adobe Indesign.** All screen and printer fonts and all supporting images must be included. All images should be 300 dpi and CMYK.
3. **Adobe Photoshop.** The entire file should be created in Photoshop and saved as a 300 dpi TIFF. Your file should be CMYK. Please flatten your file to help avoid font issues.
4. **Adobe Illustrator.** Convert all text to outlines. Please make all embedded images 300 dpi and CMYK. No Spot Colors

**PC Users:** Submit your file as a 300 dpi Photoshop flattened TIFF.

**Production is Mac based.**

**Note:** Any ad that does not meet these requirements and sizes as per the mechanical specs will have to be altered. We do not assume responsibility for such alterations. They will be made to fit our specifications.

**How to Submit Files:**

1. **Upload files using FTP Client**  
hostname: ftp-dom.earthlink.net  
username: jsj@designintersection.com  
password: artwork
2. **E-mail:** jennifer@jsjproductionsinc.com  
and anya10@sbcglobal.net

### 2 Page Spread

Bleed: 17.25" x 11.25"  
No Bleed: 16" x 10"

### Full Page

Bleed: 8.75" x 11.25"  
No Bleed: 7.5" x 10"

### 2/3 Page

Vertical: 4.875" x 10"

### 1/2 Page

Vertical: 3.625" x 10"  
Horizontal: 7.5" x 4.875"

### 1/3 Page

Square: 4.875" x 4.875"

### 1/4 Page

Vertical: 3.625" x 4.875"

Page Trim: 8.5" x 11"

### Bleed Ads

Keep vital images and text at least .5" from trim.

### Back Cover

Bleed: 8.75" x 9.04"

## Contact Information

Jennifer Gibson Hebert, Publisher & Editor

JSJ Productions, Inc.  
625 West Market Street  
Salinas, CA 93901  
+512.894.4106  
Cell: +512.689.3369  
jennifer@jsjproductionsinc.com  
www.jsjproductionsinc.com

# 2017 CDANA e-Newsletter

Don't miss another great opportunity to get in front of the Independent Culligan Dealers! Sponsor CDANA's e-Newsletter! There are currently 6 issues a year. Those who sponsor will get a banner ad that links to your website or particular product/service you are wanting to promote online! In addition, you can add a press release or article about your company and or products/services! Each CDANA Newsletter can be exclusively sponsored for \$500 per issue!

## Schedule

Issue 1, 2017

Issue 2, 2017

Issue 3, 2017

Issue 4, 2017

Issue 5, 2017

Issue 6, 2017

## Deadline

February 1, 2017

April 1, 2017

July 1, 2017

September 1, 2017

November 1, 2017

December 1, 2017

\*Exclusive Sponsorships are sold based on the earliest commitment. We generally sell all of them at the beginning of the year!

