



MEDIAKIT

2023 - 2024 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 2024
Spring Issue 2024
Summer Issue 2024
Fall Issue 2024

Ad Submission Deadline

February 15, 2024
April 14, 2024
July 15, 2024
October 15, 2024

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

	Four Color	1x	2x	3x	4x
Premium Position	2 page spread	\$2,200.00	\$2,000.00	\$1,900.00	\$1,800.00
	Back Cover	\$1,900.00	\$1,800.00	\$1,700.00	\$1,600.00
	Inside Front Cover	\$1,800.00	\$1,700.00	\$1,600.00	\$1,500.00
	Full page	\$1,500.00	\$1,450.00	\$1,400.00	\$1,350.00
	2/3 page	\$865.00	\$815.00	\$765.00	\$715.00
	1/2 page	\$765.00	\$715.00	\$665.00	\$615.00
	1/3 page	\$665.00	\$615.00	\$565.00	\$515.00
	1/4 page	\$515.00	\$465.00	\$415.00	\$365.00

Mechanical Requirements

Refer to the CDANA Connection Mechanical Specification schedule.

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

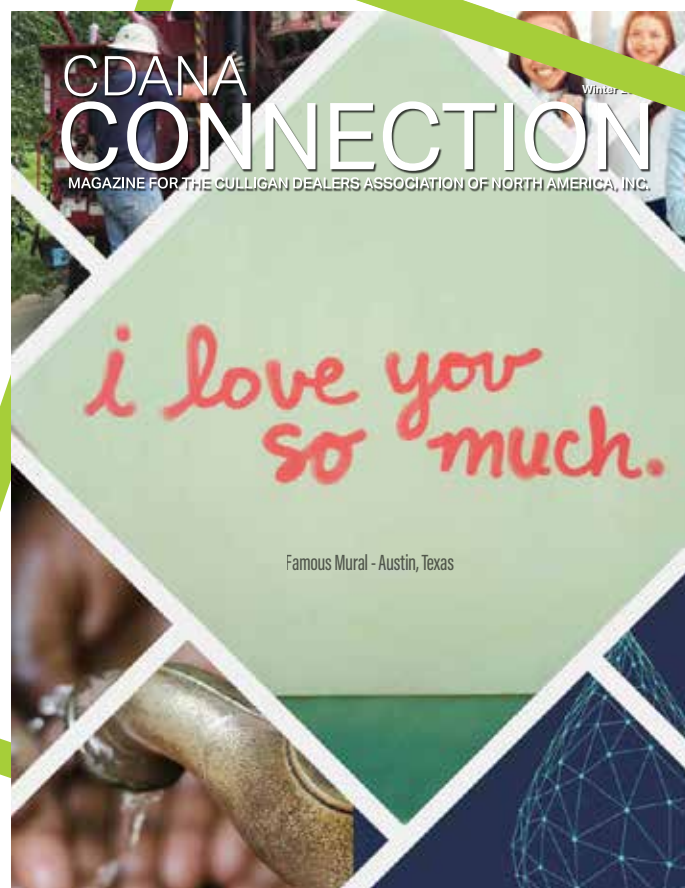
The publisher reserves the right to reject any article, copy, or advertisement at any time. Advertisers and advertising agencies shall assume equal liability for all content (including text, representation, and illustrations) of advertisements printed and shall assume responsibility for any claims arising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

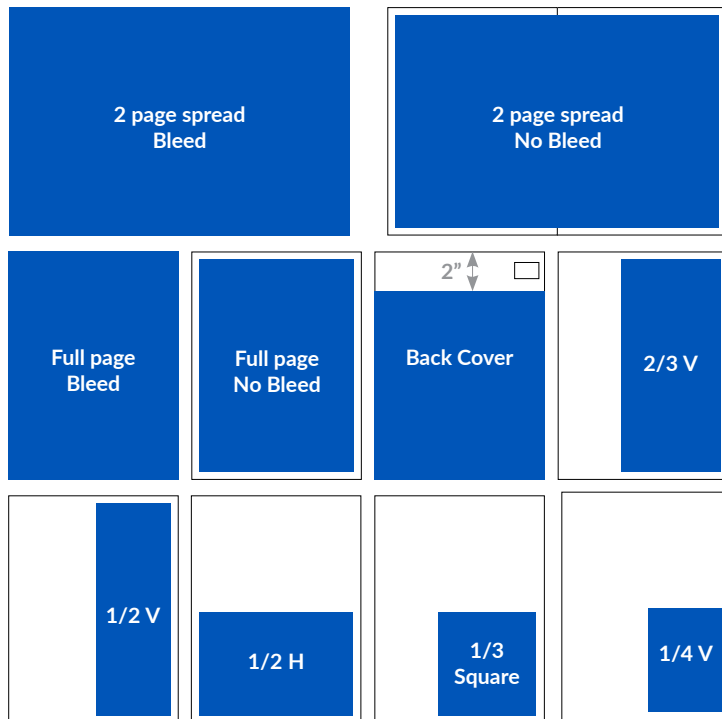
The publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained because of acts of God, acts of government, or governmental instrumentality (whether federal, state or local), strikes, accidents,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

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MECHANICAL SPECIFICATIONS



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"

Digital Ad File Requirements

Please submit print advertisements in one of the file formats:

Adobe PDF/X-1a. Fonts must be embedded. Make sure all black text is 100% black.

Production is Mac based.

We cannot assume responsibility for the quality of embedded images that have been saved at lower resolutions and RGB.

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:

E-mail: jennifer@jsjproductionsinc.com

Contact Information

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Publisher & Editor

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CDANA COMMUNITY

The Culligan Dealers of North America utilize their online community daily to help each other with their businesses. This is a great space to have a banner ad to promote your products/services and it links back to your website!

Home Page Top Premier Banner (Includes Interior & App):	\$500 per month
Home Page Right Premier Banner (Includes Interior):	\$300 per month
Home Page Bottom Premier Banner (Included Interior):	\$300 Per Month

Specs

Home Page Top	Max Width 964	Max Height 125
Interior Top	Max Width 640	Max Height 125
Home Page Right	Max Width 160	Max Height 1000
Interior Right	Max Width 160	Max Height 1000
Home Page Bottom	Max Width 962	Max Height 125
Interior Bottom	Max Width 962	Max Height 125

Dedicated Sponsor Email Blast: Includes article of products/services offered, banner and link to the sponsor's preferred website. \$500

