

# CDANA CONNECTION

MAGAZINE FOR THE CULLIGAN DEALERS OF NORTH AMERICA, INC.

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.

“ Advertise your products and services before the entire Independent Culligan Dealers Network through the CDANA Connection.”

#### Publication Schedule

Issue 1 February 8, 2010  
Issue 2 May 10, 2010  
Issue 3 August 2, 2010  
Issue 4 November 15, 2010

#### Ad Submission Deadline

January 28, 2010  
April 23, 2010  
July 22, 2010  
October 29, 2010

#### Classified Advertising

\$1.00 per word (\$35.00 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.  
14101 Highway 290 W, Building 1600-B  
Austin, TX 78737  
512.894.4106 • Fax: 512.858.0486  
jmgibson@austin.rr.com

JSJ Productions, Inc.  
 14101 Highway 290 West Bldg. 1600-B  
 Austin, TX 78737  
 512.894.4106 Fax: 512.858.0486  
 www.cdana.org



**Advertising Rates**

Black Only	1x	2x	3x	4x
2 page spread	\$1,525.00	\$1,425.00	\$1,325.00	\$1,125.00
Full page	\$775.00	\$765.00	\$755.00	\$725.00
2/3 page	\$725.00	\$715.00	\$705.00	\$675.00
1/2 page	\$625.00	\$615.00	\$605.00	\$575.00
1/3 page	\$475.00	\$465.00	\$455.00	\$475.00
1/4 page	\$375.00	\$365.00	\$355.00	\$325.00
1/6 page	\$325.00	\$315.00	\$305.00	\$275.00
1/8 page	\$225.00	\$215.00	\$205.00	\$175.00

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

Bleeds	\$100.00
Two screen colors (Black + one color)	\$200.00
Three screen colors (Black + two colors)	\$300.00
Four color process (Black + three colors or four color process)	\$400.00

**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 \$45.00 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.

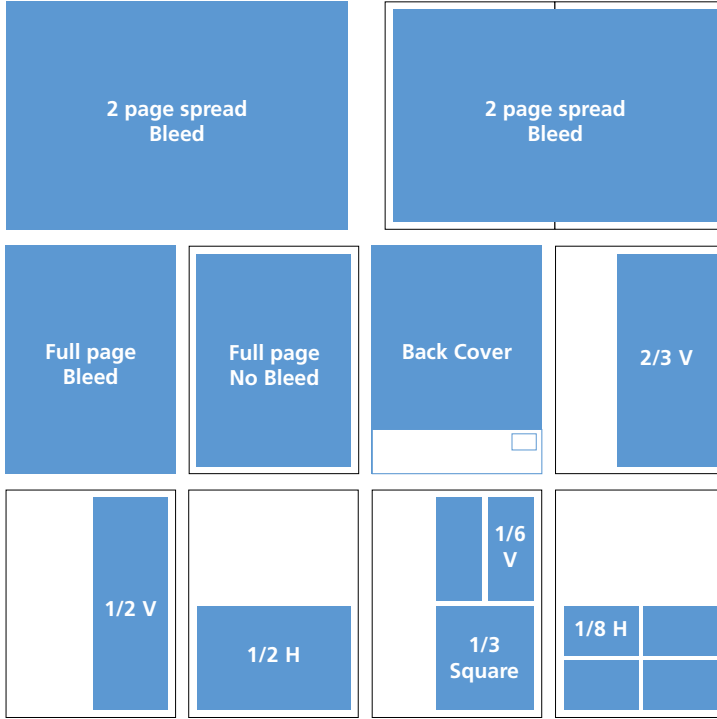
The publisher will not be bound by any conditions, printed or otherwise, appearing on copy instructions when such conditions conflict with the regulations set forth on this rate sheet. Cancellations must be in writing, and none is considered accepted until confirmed by the publisher.

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.

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**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"

**1/6 Page**

Vertical: 2.312" x 4.875"

**1/8 Page**

Horizontal: 3.625" x 2.312"

**Page Trim Size: 8.5" x 11"**

**Bleed Ads Only:** Keep vital images and text at least .5" from trim.

**Back Cover:** Keep vital images and text at least 2" from the bottom to allow for the mailer and indicha.

**Artwork Requirements**

**All ads should be submitted in output-ready format.**

All ads should be submitted in output ready format in one of the following applications:

**Adobe Acrobat 8:** Press Ready hi resolution (300 dpi) PDF. Fonts must be embedded. Make sure all Black text is 100% Black.

**Indesign CS3:** All screen and printer fonts and all supporting images must be included.

**QuarkXpress 7:** All screen and printer fonts and all supporting images must be provided. Only "plain" font usage accepted. In Quark – "font" bold or "font" italic should be used on plain settings, no imitation bolds or italics please.

**Adobe Photoshop CS3:** 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.

**Adobe Illustrator CS3:** Convert text to outlines as this will help avoid font issues. Please make all embedded images 300 dpi and CMYK. No Spot Colors. We cannot assume responsibility for the quality of embedded images that have been saved at lower resolutions and RGB.

**We do NOT accept Pagemaker, Publisher, Word or CorelDraw files.**

**PC Users:** Please submit your file as a Photoshop 300 dpi CMYK flattened tif as this will help avoid font issues since we are MAC-based.

**Proof:** A full-size laser proof of the final file is required.

**Images:** All image files must be CMYK, supplied in either TIFF or EPS format. RGB or Indexed color must be converted to CMYK. Do not save with JPG or LZW compression options. All image files must be 300 DPI at its full imaging size.

**Fonts:** Screen and Printer fonts must be included. Ads should be built with Macintosh Postscript Type 1 fonts. Please do not provide PC fonts or True Type as they will be substituted with the best matching Postscript Type 1 fonts.

**Media:** DVD, CD-Rom, Zip - 100MB, 250MB & 750MB, No floppy discs accepted.

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

**Contact Information**

**Publisher/Editor:**

Susan Gibson 512.894.4106

**Advertising/Marketing**

Jennifer Gibson 512.894.4106

**Chief Art Director**

Anya Wilcox 512.894.4106

**Website Administrator**

Chris Sivori 512.894.4106

**E-mail Ads to:** anya10@sbcglobal.net  
 All files must be stuffed or zipped

**Mail Ads to:** JSJ Productions, Inc.  
 14101 Highway 290  
 West, Bldg. 1600-B  
 Austin, TX 78737 USA