

CPRA CommLink & Web Site Sponsorship Information 6-14-10

COMMLINK SPONSORSHIPS:

Printed versions are mailed to over 500 public safety recipients once per quarter. Sponsorships may be full page, half page or quarter page sizes and multiple sponsorships may appear in the same issue.

Commlink Space mechanical detail: Maximum display space dimensions:

1/4 page: 3.5 inches wide, 5 inches high, maximum

1/2 page: 7.0 inches wide, 5 inches high, maximum

Note: 7 inches High and 5 inches Wide NOT acceptable

Full page: 7.0 inches wide, 10 inches high, maximum

Note: Submissions must fit completely within these dimensions.

Commlink Art: Only published in black & white, no colors. No pdf's please

Recommended format: to scale, jpg file format, 300 dpi resolution, gray scale.

Graphics are OK but remember resolution is moderate and ornate drawings or complex photos may not reproduce well.

Commlink Publication cut-off date: the 1st day of the publication month. Missed deadlines will be printed the following quarter. The last published art will be repeated unless new art is received or until sponsorship expires.

Monthly CommLink rates: (October is premium annual Vendor Show issue.)

| Month: | Jan | Apr | Jul | Oct |
|-----------------|--------|--------|--------|--------|
| Fee, Full page: | \$ 400 | \$ 400 | \$ 400 | \$ 600 |
| Fee, 1/2 page: | \$ 200 | \$ 200 | \$ 200 | \$ 300 |
| Fee, 1/4 page: | \$ 100 | \$ 100 | \$ 100 | \$ 150 |

WEB SITE SPONSORSHIPS:

The www.CPRA web site first page is visited hundreds of times each month. There are 6 positions available on the right side of the front page. The top 3 are large size (100 h x 125 w pixels) and the lower 3 are regular size (50 h x 125 w pixels). The top position is the Premium position. Art should be submitted in scaled **jpg** format, i.e. 1x, 2x or 4x sizes. We cannot process pdf's

CPRA IS NOT RESPONSIBLE FOR IMPROPERLY SCALED ART RESULTS.

Artwork: Artwork that doesn't fit the location size be adjusted to best fit in the height dimension. Art may be full color or B&W. Sorry, no animations accepted at this time. Art may only be changed 15 days before the first day of the following quarterly month dates; Jan, Apr, Jul and Oct. Minimum period for art is 3 months.

Quarterly web fees

1. Premium, Top spot (100 x 125 pixels): **\$ 400/qtr** minimum sponsorship.

2. Large (2 spots) (100 x 125 pixels): **\$ 300/qtr** minimum sponsorship.

2. Small (3 spots) (50 x 114 pixels) : **\$ 200/qtr** minimum sponsorship.

PAYMENT: Sponsorships can be prepaid by cash, check or credit card.

Email commercial@cpa.com or call 800-666-866 for more details.