

ADVERTISING OPPORTUNITY

2021-2022 Directory

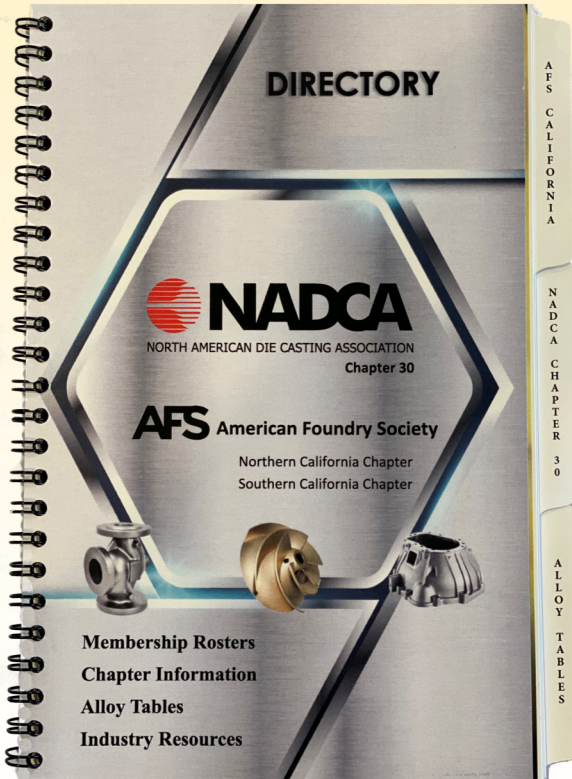
The three largest metal casting chapters in California are combining their biennial 100-page Directory publication for 2021-2022.

Be on the desk of over 400 metal companies!
Release date is January 2021.

At left: the 5.5" x 8.5" spiral bound publication includes a roster of chapter individuals, member companies, alloy data tables, advertisements, and more.

SAVE 50%

Early Bird Rates end October 30, 2020.
Complete your order before the early bird date and save 50%!



WEB BANNERS ON 3 SITES

Advertising in the Directory is the only way to get your banner on **3 websites!** AFS Southern California (www.afssocal.org), AFS Northern California (www.afsnorcal.org) and NADCA Chapter 30 (www.nadca30.org) all have rotating banners of those advertisers who support this Directory. Take a look and see the current banners.



SECURE YOUR AD

Ad space is on a first-come, first-serve basis. Premium page holders from the previous year's publication will receive the first chance to renew their premium space.

2021-2022 CIRCULATION

The Directory is distributed at ALL events for 2 years, as well as mailed to metal casters.

2021-2022 Advertisement Location and Size	Price	Early Bird Price 50% off before Oct 30, 2020	Details:
Premium: Back Cover (Full Page 5.5" x 8.5")	\$4,000	\$2,000	Back Cover of Book.
Premium: Opposite Inside Front Cover (Full Page 5.5" x 8.5")	\$3,500	\$1,750	Page 1. First page on right when book is opened.
Premium: Inside Front Cover (Full Page 5.5" x 8.5")	\$3,200	\$1,600	Back side of front cover. First page on left when book is opened.
Premium: Inside Back Cover (Full Page 5.5" x 8.5")	\$2,900	\$1,450	Reverse Side of Back Cover.
Premium: Opposite Inside Back Cover (Full Page 5.5" x 8.5")	\$2,600	\$1,300	Final page on left side of book.
Premium: Tab Page—6 available (Full Page 5.5" x 8.5")	\$2,300	\$1,150	Tabbed , thicker page within book.
Premium: Opposite Table of Contents (Full Page 5.5" x 8.5")	\$2,200	\$1,100	Location next to Table of Contents.
Premium: Opposite Index of Advertisers (Full Page 5.5" x 8.5")	\$2,200	\$1,100	Location next to Index of Advertisers.
Regular Full Page (Full Page 5.5" x 8.5")	\$1,800	\$900	Regular full page within book.
Regular 1/2 Page (Half Page 5.5" x 4.25")	\$1,400	\$700	Regular half page within book.
Regular Business Card (Business Card 3.5" x 2")	\$900	\$450	Regular business card size within book.

Artwork Specifications: Artwork is due before Friday, November 13, 2020. Ad is minimum 300 dpi. Accepted formats are jpeg, tiff, and pdf. Email to james@nadca30.org. Hard copy artwork can be sent to NADCA 30, 2971 Warren Lane, El Dorado Hills, CA 95762. Hard copy artwork will be scanned and may lose sharpness. Web Banner size is 920x150 pixels. Artwork creations or changes by staff is \$75/hour. Questions: 916-933-3062.

ORDER FORM

Pay and submit artwork online at www.afssocal.org or www.nadca30.org

NAME: _____ COMPANY: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____ WEBSITE: _____

Enter Type of Ad: _____

Enter Total Payment: _____

Mail form and payment to: NADCA 30, 2971 Warren Lane, El Dorado Hills, CA 95762 | Questions 916-933-3062