

# California Preservation Conference

## Deep Roots in Dynamic Times

Palo Alto Sheraton Hotel  
May 17 - 20, 2018



### CONFERENCE ADVERTISEMENT

Your advertisement in the 2018 Preservation Conference Resource Directory, a beautifully designed publication, is an exceptional opportunity to reach a large statewide audience. The conference attracts over 500 professionals, community leaders, planners, architects, engineers, public and private sector representatives, owners of historic properties, developers, landscape architects, attorneys, real estate professionals and preservationists from all over California.

The Conference Resource Directory will be provided to all attendees with their conference materials.

All artwork must be submitted "print ready" and must conform to the formatting requirements below.

**Don't miss your chance to be part of the Conference Resource Directory!**

AD SIZE	DIMENSIONS	COST
Quarter-page	3 3/8" wide x 4 3/4" high	\$300
Half-page horizontal	7 1/4" wide x 4 3/4" high	\$500
Half-page vertical	3 3/8" wide x 9 1/2" high	\$500
Full page	7 1/4" wide x 9 1/2" high	\$750

### ACCEPTABLE FORMATS

Ads can only be accepted in an electronic format:

- Files must be JPG, PDF, or TIF
- Grayscale or CMYK (no RGB)
- Resolution: 300 dpi

### CONFERENCE PROGRAM ADVERTISEMENT FORM

Company/Affiliation		Website URL	
Billing Address			
City	State	Zipcode	
Contact Name		Email	
Phone	Fax		
Signature	Date		

#### Questions?

Please contact us at:

415.495.0349

cpf@californiapreservation.org

CPF Tax ID #:

94-2569465

- |  |  |
|--|--|
| <input type="checkbox"/> \$300 Quarter-page ad         | <input type="checkbox"/> \$500 Half-page vertical ad |
| <input type="checkbox"/> \$500 Half-page horizontal ad | <input type="checkbox"/> \$750 Full page ad          |

All ads will be printed in full-color. Electronic art files due by Friday, April 13, 2018. Please see format specifications above.

**Payment:** A 50% deposit is due with this form. Balance must be paid by March 16, 2018.

- Check enclosed    Visa    MasterCard    American Express    Discover

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

**Please include a copy of this form with payment.**

MAIL to:  
California Preservation Foundation  
5 Third Street, Suite 424  
San Francisco, CA 94103-3205

Or FAX to: 415.495.0265