



CALIFORNIA ALARM ASSOCIATION
THE MIRROR

AD RATES & INSERTION ORDER
2009

CONTACT: Jerry Lenander 800/437-7658 jlenander@netvip.com

DISPLAY AD RATES INCLUDE FULL COLOR PRINTING

Table with 3 columns: SIZE, MEMBER, NON-MEMBER. Rows include Full Page, Half Page, Quarter Page, Business Card (two types).

INSERTS

MEMBER \$600 NON-MEMBER \$900

Insertion of 3,000 pieces of your printed material in the mailing envelope with THE MIRROR.

FREQUENCY & SPACE DEADLINE

THE MIRROR is published and mailed monthly on the first of the month. The deadline for advertising space reservations and material is the 15th of the month prior to publication.

DISTRIBUTION

THE MIRROR is distributed to 3,000 alarm industry professionals in the Western United States and to leadership nationwide. THE MIRROR is the official publication for California, Oregon, Washington, Nevada, New Mexico and Colorado and distribution in Arizona and Texas.

PAYMENT

- Members will be invoiced on publication.
Business card ads are billed in two segments: January – June and July- December.
Non-members must pay in advance of publication.

ADVERTISING SPACE RESERVATION

Please reserve the following advertising space in the MIRROR:

SIZE Member (Yes/No) CAA, SIA, Western States Association
MONTHLY Until Further Notice or List Months

PAYMENT

Invoice Monthly – P.O. #
Credit Card Payment (AMEX, VISA, MASTERCARD)
Card # Exp Billing Zip Security Code
Name on Card Amount \$

COMPANY CONTACT

BILLING ADDRESS CITY ST ZIP

TEL FAX EMAIL

SEND COMPLETED FORM TO CAA MIRROR:

FAX TO: 800/490-9682 MAIL: 333 Washington Boulevard, #433, Marina del Rey, CA 90292
TELEPHONE RESERVATIONS CAA 800/437-7658 Jerry Lenander