CALIFORNIA ALARM ASSOCIATION

WINTER CONVENTION

FAIRMONT SAN FRANCISCO

2026

December 2nd-5th, 2026

MEDIA KIT FOR ADVERTISING

ADVERTIZING RATES & SIZES

Serving The Security and Life Safesty Industry
DIGITAL | CONTACT US AT 800-437-7658

SIZE & RATES

ATTENDEE BOOK ADVERTISING		TRIBUTE BOOK ADVERTISING	
SIZE	**PRICE**	**SIZE**	**PRICE**
Full Page	$1000	Full Page	$1250
Half Page	$500	Half Page	$650
Quarter Page	$250	Quarter Page	$310

*Your ad in the digital version of the magazine will be linked to your company home page or to the web page you provide to us as a verified URL address. Your company logo in the ad will be the linking point.

ADVERTISE WITH US

(800) 437-7658

CAA CALIFORNIA ALARM ASSOCIATION

ADVERTISING SPECIFICATIONS

AD POSITION: All advertisements are R.O.P. Preferred positions are assigned based on space availability, ad size and frequency.

AD SIZES:
Full page: 11" high x 8-½" wide (trimmed size) *If you require bleed, YOU MUST include 1/8" on each bleed edge (add this to the trim size for overall size of 11-¼" high x 8-¾" wide).*

Half page horizontal: maximum 5" high X 7-½" wide

Half page vertical: maximum 10" high X 3-5/8" wide

Quarter page: maximum 5" high X 3-5/8" wide

Business card: 2" high x 3-½" wide.
Vertical cards also accepted: 3-½ " high x 2" wide

AD COLOR: full color accepted. All color must be cmyk. Do not send rgb color - we convert all color to cmyk with no adjustments. For color management, our color profile is US Sheetfed coated V2. Otherwise, turn off color management.

AD SPECIFICATIONS:

1. We accept EPS files or flattened TIF files at 300 pixels per inch. We accept eps files up to version CS6. If you convert your eps files to high resolution tif files, they will be easier to transmit and handle. For EPS files - convert ALL fonts to curves.

All files will ultimately be converted to tif files for use in production.

2. We accept PDF: EMBED ALL FONTS or first convert them to curves in your layout. Set pdf settings to "Press" or high resolution - 2400 line or higher, or 300 pixels. There are many ways to set up a pdf file. Please use pdf files only if you know how to create a high resolution "Press" level pdf file and make sure that all elements inside of the file are high resolution. You can use the PDF/X-1a:2001 output setting where available.

PDF and CROP MARKS - vital info if your ad bleeds off the edges.

1. For full page ads: do not use crop marks unless you can set them up to be visible in the opened pdf file. If you open your pdf in the Acrobat Reader and you do not see your crop marks, then we can't either and your bleed has disappeared.

1. For fractional ads sizes (smaller than a full page): Fractional ads ordinarily do not require bleed. If you include bleed in a fractional ad, you must provide crop marks and they must show up in the Acrobat Reader or else we cannot see them, and we will not know where you intend to crop, and the entire image will be reduced to spec size. It is best if you send fractional ad files cropped as desired.

FONTS - very important for all files

- **For PDF files, embed ALL fonts, or convert to curves before you make the pdf file.**
- **For EPS files, convert all fonts to outlines.**
- **For TIF files, rasterize fonts (in Photoshop).** *Do NOT send type in layers. Flattening layers will rasterize fonts.*
- ***Convert PSD files to flattened TIF files.***

OTHER INFORMATION

Application files are NOT accepted. Do NOT send Quark, InDesign, Corel, Word, Publisher, Excel or Powerpoint. Do not send layered PSD files. If you need help, call the publishing office well before the ad deadline so that we can assist you.

If you zip up your files, use Zip or Winzip - do not use Aladdin or Stuffit.

Send your files by email or other independent digital sending service to:

(Disks can be mailed to the publishing office.)

PUBLICITY MATERIALS

Tifs and jpg files should open at 133 to 150 line (266 pixels to 300 pixels per inch) at minimum 2 X 3" approx. Do NOT send graphics form the internet - these are too small to be used. Please call the publishing office with questions.

PUBLISHING OFFICE

Esther Aviles
Executive Director
California Alarm Association
21700 Oxnard St. Woodland Hills, CA 91367
TEL 800/437-7668 FAX 800/490-9682
Website: www.CAAonline.org
Email:

ADVERTISING SPACE RESERVATIONS

Please reserve the following advertising space:

SIZE: FULL PAGE_____ HALF PAGE_____ QUARTER PAGE_____ BUSINESS CARD_____

TERMS & CONDITIONS

Ads run monthly until cancellation is submitted, unless specified otherwise below.
Deadline for cancellation for upcoming month publications is 15th. (Ex. February Issues is January 15).
OR List Months *(Display Ads Only)* _____
Ads are invoiced monthly on first of month. (Ex. Jan 1 for January Ad Space)
Business Card Ads are published and invoiced in two cycles: Jan June (Invoiced Jan 1) and July Dec (Invoiced July 1)
All magazines are published monthly on the first of the month. The deadline for advertising space reservations and material is the 15th of the month prior to publication.

PAYMENT:

Invoice Monthly – P.O. # _____
Credit Card Payment (AMEX, VISA, MASTERCARD, DISCOVER)
Amount $_____ Card #_____
Exp. _____ Billing Zip_____ Security Code_____
Name on Card _____

COMPANY _____ CONTACT

_____

BILLING ADDRESS _____

CITY _____ ST _____ ZIP _____

TEL _____ FAX _____

EMAIL _____

Editorial: Send your news releases to

Training Dates: Send your Training dates (Title, Location, City, State, Telephone and Website) to

Special Events: Send your special events including conferences (Title, Location, City, State, Telephone and Website) to

SEND COMPLETED FORM TO CALIFORNIA ALARM ASSOCIATION

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Website: www.CAAonline.org Email:

Leverage Your Presence

ADVERTISE IN

WHY ADVERTISE WITH US?

- **Targeted Audience:** Connect with industry professionals.
- **Brand Alignment:** Showcase your brand in a leading industry publication.
- **Digital Benefits:** Gain online visibility with links to your website.

Expand your influence in the security and fire safety industry with The..., the go-to publication for security and fire alarm contractors. Directly reach decision-makers in your field.

COST-EFFECTIVE ADVERTISING:

Customize your campaign to fit your budget.

TARGETED EXPOSURE

Highlight your products and services in a publication that speaks to your market.

Contact Us for Tailored Advertising Solutions

(800) 437-7658