



2011

Cooperative Marketing Program

Directory of Services

*Reach over 2,500 Orange County
business and training decision
makers in ASTD-OC's branded
service directory.*

*Early Space Deadline
September 1, 2010*

*Regular Space Deadline
October 1, 2010*

*Late Deadline
October 15, 2010*

Cost per impression as low as \$.05

*Space is limited and available on a first
come, first served basis. Hurry to lock in
your premium position and discounts!*



ASTD-OC Cooperative Marketing

2011 Member Benefit Pricelist

ASTD-OC members have an opportunity to join forces to strengthen the chapter and promote their business to Orange County employers in the 50-500 employee range. The select companies and job titles target HR professionals and senior decision makers representing over 2500 training and human resources business prospects.

Cooperative marketing has been used as a valuable marketing tool for generations. Retailers often produce advertising circulars featuring brand name products that are familiar to their customers. Each of the featured products pays a fee to have their product displayed in the ad. By combining their advertising efforts, both the retailer and the featured products benefit from their combined efforts.

ASTD-OC would like to combine efforts with the chapter members to promote member products and services as well as the services and membership benefits of ASTD-OC. The chapter is teaming with long time member Teresa Trujillo of Book Workshop, Inc. to sell, design, and produce a glossy magazine format business services directory to be mailed in January 2011. The initial effort will be directly mailed to over 2500 training decision makers, all chapter members, and other identified membership prospects.

Space is limited—

Early bird deadline is September 1, 2010

Save 10% by booking early!

Premium Positions	Price	Cost Per Impression
Back Cover	\$1250.00	.50
Inside Front Cover	\$1250.00	.50
Page 1	\$750.00	.30
Inside Back Cover	\$750.00	.30

Inside front cover and page 1 can be combined for a premium two page spread for \$1,800.00

Standard Positions	Price	Cost Per Impression
Two Page Spread	\$900	.36
Full Page	\$500	.20
Half Page	\$300	.12
Quarter Page	\$250	.10
Business Card	\$125	.05

This is more cost effective than writing a letter and putting a stamp on it!

-or-

Passing out 2,500 business cards to qualified prospects!

All space is sold on a first come, first served basis. Space is limited to 42 pages of paid advertising. Production will be four color offset printing on 100# glossy book with a 100# glossy cover, saddle stitch binding.

Space deadline is October 1, 2010. Camera Ready deadline October 15, 2010.

Ads accepted after the space deadline will incur a 10% premium charge.

Premium positions are held only after payment is received.

Space Reservation • Fax Order Form to (714) 879-7156

Name _____ Company _____

Address _____

City _____ State _____ Zip _____

e-mail _____

Please reserve the following space for my ad in the 2011 ASTD-OC Service Directory:

Premium Positions	Price
_____ Back Cover	\$1250.00
_____ Inside Front Cover*	\$1250.00
_____ Page 1*	\$750.00
_____ Inside Back Cover	\$750.00

**Inside front cover and page 1 can be combined for a premium two page spread for \$1,800.00*

Standard Positions	Price
_____ Two Page Spread	\$900.00
_____ Full Page	\$500.00
_____ Half Page	\$300.00
_____ Quarter Page	\$250.00
_____ Business Card	\$125.00

The ASTD-OC Cooperative Marketing Service Directory is a membership benefit and open to members only. An annual membership to ASTD-OC may be added to the package for an additional \$100.

All space is sold on a first come, first served basis. Space is limited to 42 pages of paid advertising. Production will be four color offset printing on 100# glossy book with a 100# glossy cover, saddle stitch binding.

Space deadline is October 1, 2010. Camera Ready deadline October 15, 2010. Ads accepted after the space deadline will incur a 10% premium charge. Premium positions are held only after payment is received.

Apply 10% early bird discount of \$ _____ for orders received on or before September 1, 2010

_____ Add a 12 month ASTD-OC Membership \$100

Order total \$ _____

I understand that space is reserved once the payment is received and all space is assigned as described in this document. All camera-ready art and copy is due to Book Workshop, Inc. not later than October 15, 2010. Space reservations without supplied art will be charged the space rates regardless. All payments will be made to **Book Workshop, Inc., and mailed to 1501 E. Orangethorpe Ave., Ste 130, Fullerton, CA 92831.** Questions should be directed to Teresa Trujillo at (714) 525-0882. Credit card payments are accepted, and a payment request will be e-mailed to advertisers via PayPal.

Signed _____ Date _____

Accepted By _____ Payment _____ ## _____

Mechanical Requirements

Full Page: 8.5" w x 11" h with .125"

Half Page Horizontal: 8.5" w x 5.5" h

Business Card Horizontal: 3.5" w x 2" h

Half Page Vertical: 4.25" w x 8.5" h

Quarter Page: 4.25" w x 5.5" h

Business Card Vertical: 2" w x 3.5" h

All advertising material must be submitted as camera ready. Accepted formats are JPEG, GIF, TIFF, or PDF. Minimum DPI is 300, maximum DPI is 1200. All live material should be set .33 inches from the edge of the ad. Ads must have a 1/8" bleed trim. *This is a full color publication.* Advertising corrections will be charged at \$135 per hour after camera ready deadline.

Graphic design and photography services are available for additional fees. Contact Teresa Trujillo at Book Workshop for more information on added services. She can be reached at (714) 525-0882 for more information.



Here is
the help
you need
to market
your
training
services
in Orange
County



2011 Directory Project Coordinator
Teresa Trujillo
Book Workshop, Inc.
1501 E. Orangethorpe Ave., Ste 130
Fullerton, CA 92831

Return Service Requested

2011 Membership Benefit Advertising:

- Reach 2,500 Orange County business contacts.
- Target companies with 50-500 employees.
- Associate your business with the ASTD-OC's professional association.
- Very low cost per impression—Spend as little as \$.05 per qualified lead.
- High concept and production value will promote long shelf life.
- Follow up opportunities with the mailing database.
- Proactive advertising puts your message in the hands of decision makers!
- Watch ASTD-OC grow. Build a network with new members in the training and development field.

*Graphic Design Services are available!
Call Teresa Trujillo at (714) 525-0882 or
e-mail Teresa@MyBookWorkshop.com*

For more information contact:

Janine McDonald
ASTD-OC Vice President of Marketing
(949) 433-1840
VPMarketing@astdoc.org

Teresa Trujillo, Book Workshop, Inc.
2011 ASTD-OC Directory Coordinator
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Teresa@MyBookWorkshop.com