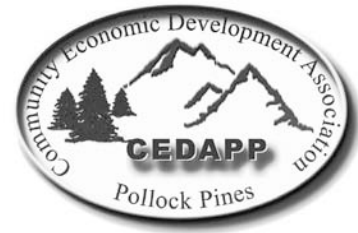


**Mission Statement**

CEDAPP is an organization dedicated to preserving the heritage of Pollock Pines and to developing and maintaining an environment that will improve the economic prosperity of the Pollock Pines community and enhance the quality of life of its citizens.



**2011 POLLOCK PINES BUSINESS DIRECTORY  
CEDAPP MEMBERSHIP & DIRECTORY APPLICATION**

**Directory Listings are 6 Lines :**

**Business Category** (how you want it listed in the Directory): \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Line 1 – Business Name:** \_\_\_\_\_

**Line 2 – Phone Number:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **Publish Fax? Y / N**

**Line 3 – Street Address:** \_\_\_\_\_ **Mailing:** \_\_\_\_\_

**Line 4 – City:** \_\_\_\_\_ **ST:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**Line 5 – Website:** \_\_\_\_\_ **Publish Website? Y / N**

**Line 6 – Email:** \_\_\_\_\_ **Publish Email? Y / N**

| Membership Requested   |   |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
|--|---|--|-----------------------|------|-------------------------|------|---------------------------|-------|-------------------------|-------|-----------------------|-------|---------------|-------|-----------------------|-------|------------------------|-------|---|--|--|---------------------------|------|-----------------------|------|-------------------------|------|---------------------------|-------|-------------------------|-------|-----------------------|-------|---------------|-------|--|
| Pollock Pines Business Membership<br>(Includes 1/8 Page Display Ad) <b>\$50</b>  | Out of Area Supporters Membership<br>(Includes 1/8 Page Display Ad) <b>\$75</b> | Individual Membership (No Directory Listing) <b>\$15</b> |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| Advertising Upgrades   |   | Donations \$ _____                                       |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| CEDAPP Local Members   | CEDAPP Out of Area Advertisers  | TOTAL  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">[A] 1/8 PAGE</td> <td style="width: 30%; text-align: right;">INCL</td> </tr> <tr> <td>[B] ¼ PAGE – VERTICAL</td> <td style="text-align: right;">\$70</td> </tr> <tr> <td>[C] ¼ PAGE – HORIZONTAL</td> <td style="text-align: right;">\$70</td> </tr> <tr> <td>[D] 1/3 PAGE – HORIZONTAL</td> <td style="text-align: right;">\$105</td> </tr> <tr> <td>[E] ½ PAGE – HORIZONTAL</td> <td style="text-align: right;">\$140</td> </tr> <tr> <td>[F] ½ PAGE – VERTICAL</td> <td style="text-align: right;">\$140</td> </tr> <tr> <td>[G] FULL PAGE</td> <td style="text-align: right;">\$280</td> </tr> <tr> <td>[H] INSIDE BACK COVER</td> <td style="text-align: right;">\$350</td> </tr> <tr> <td>[I] INSIDE FRONT COVER</td> <td style="text-align: right;">\$400</td> </tr> </table> | [A] 1/8 PAGE  | INCL   | [B] ¼ PAGE – VERTICAL | \$70 | [C] ¼ PAGE – HORIZONTAL | \$70 | [D] 1/3 PAGE – HORIZONTAL | \$105 | [E] ½ PAGE – HORIZONTAL | \$140 | [F] ½ PAGE – VERTICAL | \$140 | [G] FULL PAGE | \$280 | [H] INSIDE BACK COVER | \$350 | [I] INSIDE FRONT COVER | \$400 | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2"><b>Simple Business Listing</b> (Text-only; Business info as shown above) <b>\$30</b></td> </tr> <tr> <td>[A] 1/8 PAGE (INCL w/mbr)</td> <td style="text-align: right;">\$45</td> </tr> <tr> <td>[B] ¼ PAGE – VERTICAL</td> <td style="text-align: right;">\$90</td> </tr> <tr> <td>[C] ¼ PAGE – HORIZONTAL</td> <td style="text-align: right;">\$90</td> </tr> <tr> <td>[D] 1/3 PAGE – HORIZONTAL</td> <td style="text-align: right;">\$135</td> </tr> <tr> <td>[E] ½ PAGE – HORIZONTAL</td> <td style="text-align: right;">\$180</td> </tr> <tr> <td>[F] ½ PAGE – VERTICAL</td> <td style="text-align: right;">\$180</td> </tr> <tr> <td>[G] FULL PAGE</td> <td style="text-align: right;">\$360</td> </tr> </table> | <b>Simple Business Listing</b> (Text-only; Business info as shown above) <b>\$30</b> |  | [A] 1/8 PAGE (INCL w/mbr) | \$45 | [B] ¼ PAGE – VERTICAL | \$90 | [C] ¼ PAGE – HORIZONTAL | \$90 | [D] 1/3 PAGE – HORIZONTAL | \$135 | [E] ½ PAGE – HORIZONTAL | \$180 | [F] ½ PAGE – VERTICAL | \$180 | [G] FULL PAGE | \$360 | <p><b>\$</b></p> <p><b>Mail Checks Payable To:</b></p> <p><b>CEDAPP</b></p> <p><b>PO BOX 424</b></p> <p><b>POLLOCK PINES CA 95726</b></p> <p><b>(530) 613-1332</b></p> <p><b>jmharper2@comcast.net</b></p> <p>Qty <b>Additional Business Category Listing(s) \$10 ea</b><br/>(Specify)</p> |
| [A] 1/8 PAGE   | INCL  |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| [B] ¼ PAGE – VERTICAL  | \$70  |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| [C] ¼ PAGE – HORIZONTAL  | \$70  |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| [D] 1/3 PAGE – HORIZONTAL  | \$105   |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| [E] ½ PAGE – HORIZONTAL  | \$140   |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| [F] ½ PAGE – VERTICAL  | \$140   |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| [G] FULL PAGE  | \$280   |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| [H] INSIDE BACK COVER  | \$350   |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| [I] INSIDE FRONT COVER   | \$400   |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| <b>Simple Business Listing</b> (Text-only; Business info as shown above) <b>\$30</b>   |   |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| [A] 1/8 PAGE (INCL w/mbr)  | \$45  |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| [B] ¼ PAGE – VERTICAL  | \$90  |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| [C] ¼ PAGE – HORIZONTAL  | \$90  |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| [D] 1/3 PAGE – HORIZONTAL  | \$135   |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| [E] ½ PAGE – HORIZONTAL  | \$180   |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| [F] ½ PAGE – VERTICAL  | \$180   |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| [G] FULL PAGE  | \$360   |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |
| <p><b>COUPON (Recommended) FREE!! – Specify a % or \$ discount, or specific item(s) for a “First Visit Only” Coupon:</b></p>   |   |  |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |                       |       |                        |       |   |  |  |                           |      |                       |      |                         |      |                           |       |                         |       |                       |       |               |       |  |

1. All display ads must include print-ready art or layout in digital form (.jpg, .tif, .bmp, .eps)
2. **Due Date** for inclusion in the directory is **October 29, 2010**. **There are no exceptions to this deadline!** You must have your application turned in and your artwork submitted by this deadline.
3. If you do not have print-ready ad copy available, **Total Business Images is offering special rates to CEDAPP members and advertisers – please see the enclosed rate sheet for information.**
4. Proofs of your ad will be emailed to you for approval. Once approved, no changes can be made.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

## 2011 CEDAPP Pollock Pines Business Directory Special Ad Layout Rates for CEDAPP Advertisers

Total Business Images is proud to offer CEDAPP members and advertisers ad layout and creation services. We are also available for any of your business marketing, web development, print advertising, internet advertising, or design needs. Please visit our website [www.TotalBusinessImages.com](http://www.TotalBusinessImages.com) for a complete description of our products and services!

**“Everything you need to grow your business!”**

The following rates apply only to layout work for the 2011 Pollock Pines Business Directory (all artwork will be saved in digital form and provided upon completion):

**Scan** existing printed material and convert to digital form for inclusion in the Directory:

|                       |      |
|-----------------------|------|
| Business card size    | \$10 |
| Postcard size (3 x 5) | \$15 |
| Larger items -        | \$20 |

**Create** original ad copy (includes scanning of logo or pictures; does not include original logo design):

|                      |       |
|----------------------|-------|
| [A] – 1/8 page size  | \$25  |
| [B] – ¼ page sizes   | \$50  |
| [C] – 1/3 page size  | \$75  |
| [D] – ½ page size    | \$85  |
| [E] – Full page size | \$150 |

Original **Logo** Design (includes both color and black and white artwork in formats for use in both printed and online applications) \$275

We also offer a 20% discount off our regular pricing on our other products and services (maximum discount \$200.00) for CEDAPP members and advertisers. (Offer applies only to first-time clients. Other terms and conditions may apply. Cannot be combined with any other offer or discount)

**Please call or email us for assistance:**

**888.818.6649 – [info@totalbusinessimages.com](mailto:info@totalbusinessimages.com)**

**We look forward to serving you!**



30

[A] - 1/8 Page  
1.75" H x  
2.000" W

www.dazadigital.com

[B] - 1/4 Page  
(Vert)  
3.500" H x  
2.000" W

30

[C] - 1/4 Page  
(Horiz)  
1.750" H x 4.250" W

[D] - 1/3 Page  
2.333" H x 4.250" W

[E] - 1/2 Page (Horiz)  
3.500" H x 4.250" W

[G] - Full  
Page  
7.000" H x  
4.250" W

[F] - 1/2 Page  
(Vert)  
7.000" H x  
2.000" W