

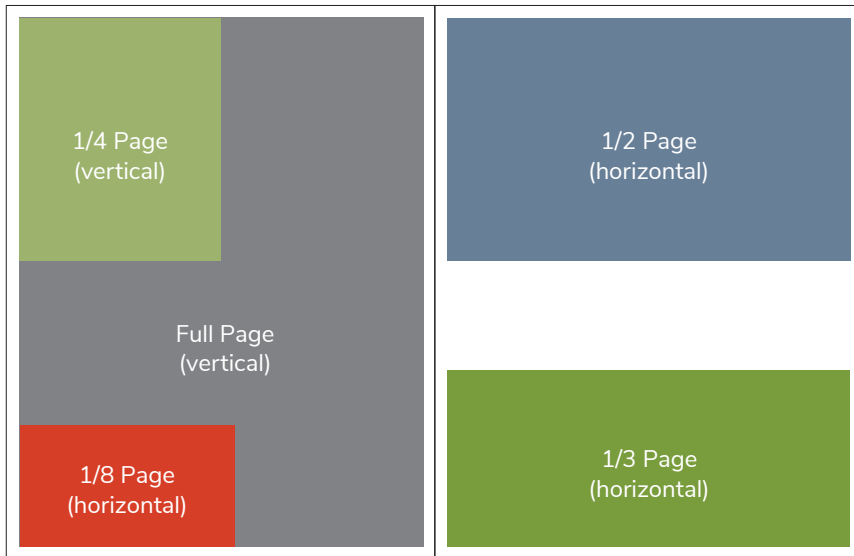
FREMONTIA

JOURNAL OF THE CALIFORNIA NATIVE PLANT SOCIETY

ADVERTISING RATES AND SPECIFICATIONS

Fremontia is the original journal of the California Native Plant Society. With a distribution of approximately 11,000 Californians, the semi-annual publication features themed issues on topics ranging from California's islands to urban wildlands.

Special discount rate of 25% off when you advertise in both Flora magazine and the semi-annual Fremontia journal.



Page Size: 8.5" width by 11" height

Advertising Size & Cost

Full Page	8" x 10.5" (vertical, non-bleed)	\$900
Half Page	8" x 5.125" (horizontal)	\$500
1/3 Page	8" x 3.5" (horizontal)	\$375
1/4 Page	3.75 x 5.125 (vertical)	\$300
1/8 Page	3.75 x 2.5 (horizontal)	\$150

Full page with bleed: 8.5 x 11 with .125 bleed on all four sides.

Submission Information

All submissions of advertising material should be emailed to Elizabeth at ekubey@cnps.org by the following dates:

Fremontia Issue	Submission Deadline
Spring 2019 - Conifers	February 22, 2019
Fall 2019 - Fire	August 2, 2019

All electronic submissions must include customer contact information, including name and phone number.

Questions Contact Elizabeth
CNPS Outreach Coordinator, ekubey@cnps.org

Technical Specifications for Supplied Advertising

All advertisements must be submitted in [high-resolution print-ready PDF](#) which will include:

- High-resolution image of 300 DPI
- All fonts embedded into the file;
- Colors model CMYK (No RGB, LAB, or embedded color profiles); and
- All spot colors converted to CMYK

At minimum, submit a standard PDF. Elizabeth can convert it to a high-resolution print-ready PDF if requested.