

Membership Directory & Buyers Guide

A Publication of the California Municipals Utilities Association



WHO ARE WE?

The California Municipal Utilities Association is the **only statewide association** that represents electric and water utilities, and gas and oil services. CMUA represents the interests of our members on energy and water issues before the California Legislature, the Governor's Office and regulatory agencies. The **Membership Directory** is a vital resource for our members, including a "Who's Who" guide to suppliers of products and services for our members. When our readers are ready to buy or recommend products and services, make sure they think of you first.

WHY CMUA?

- ➔ The California water and energy market is worth more than **\$10 billion**.
- ➔ CMUA's electric utility members supply service to nearly **10 million Californians**.
- ➔ **70% of Californians** receive their water supply from CMUA water agency members.

NET ADVERTISING RATES

Print Edition Advertising	1x
Back Cover	\$3,490
Tab*	\$2,755
Full Page	\$2,665
Premium Position**	\$3,215
1/2 Page	\$1,600
1/3 Page	\$1,260
1/4 Page	\$850
1/6 Page	\$755
Enhanced Listing***	\$355
Digital Edition Advertising	1x
Interstitial Ad	\$875
Landing Page	\$875

➔ [CLICK HERE FOR AD EXAMPLES](#)

* Tab positions are full-page ad size. 8 tab positions are available. Tabs include About CMUA, Utility Members and Associate Partners.

** Premium positions include: inside front cover, inside back cover and page 3.

*** Members only. Includes color logo and 50-word description with membership listing.

Interested in an outsert? Contact your Innovative rep to discuss options!

EDITORIAL CALENDAR

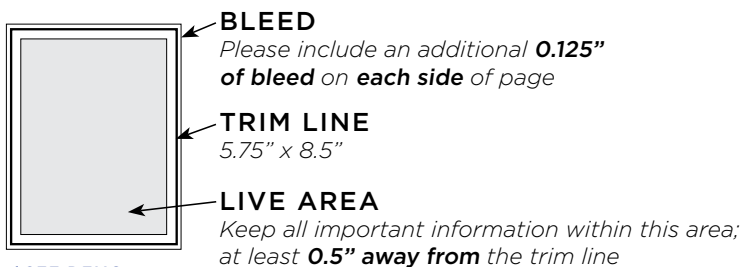
Issue Number	Artwork Due	Delivered to Members
Directory 2024	6/7/2024	September 2024

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

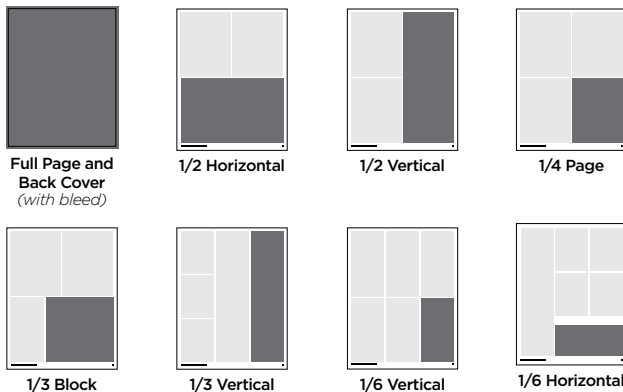
Print Ad Size	Dimensions
Full Page*	8.375" x 10.875"+ 0.125" bleeds
Back Cover	8.375" x 10.875"+ 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Block	5.187" x 4.937"
1/3 Page Vertical	2.5" x 10"
1/4 Page	3.875" x 4.937"
1/6 Page Horizontal	5.187" x 2.375"
1/6 Page Vertical	2.5" x 4.937"
Enhanced Listing	See Page 1

Digital Ad Size	Dimensions
Interstitial Ad SEE EXAMPLE	432 x 630 pixels
Landing Page SEE EXAMPLE	432 x 630 pixels

* Full-page ads are intended to bleed off the page [SEE DEMO](#)



[SEE DEMO](#)



ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads [SEE DEMO](#)

Margin: 0.5 inch on full-page and tab ads [SEE DEMO](#)

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an Interstitial Ad with Video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.