

## Weekly Memo offers advertising for members and associated services

CAADPE, the California Association of Alcohol and Drug Program Executives, is a professional association of community-based, non-profit alcohol recovery and other drug abuse treatment agency executives. Advertising opportunities maximize your company's visibility in front of decision-makers in the substance abuse prevention community.

This weekly newsletter is a regular communication for all CAADPE members. It summarizes public policy developments and keeps members up-to-date about issues and governmental actions that affect Alcohol and other drug (AOD) providers and their clients by reporting news from State and Federal lawmakers and regulators. It is emailed weekly to the subscription base and available on the "Members Only" section of the CAADPE web site.

### CAADPE Weekly Memo Reader Profile

Weekly readers are top financial decision makers from California's leading alcohol and drug rehabilitation programs. CAADPE member agencies provide substance abuse services at over 300 sites throughout the state, employ an estimated 7,000 individuals in California, and constitute the infrastructure of state's publicly funded AOD network. Established in 1989, CAADPE is the only statewide association representing the full continuum of AOD prevention and treatment programs.

CAADPE leads the California AOD field in its focus on workforce development and professional standards. CAADPE assists its members in providing superior services to their clients by the advancement of professional standards of care and advocating for the development of a workforce that is based on excellence through education, knowledge, strict adherence to standards of practice, ethics, and professional development.

### Display Advertising Rates in the CAADPE Weekly Memo

Display advertisements are available at the following rates:

Ad Size (Layout Shape)	Sizes (W x H)	Rates (For 4 Issues)
Full-page	8" x 10 1/2"	\$1, 250.00/mo.
Half-page (Horizontal)	7 1/2" x 4 1/2"	750.00/mo.
Third-page (Square)	4" x 4"	600.00/mo.
Quarter-page (Vertical)	2" x 6"	400.00/mo.

**Ad Close Date:** One week prior; payment due upon reservation. Please complete and fax the attached form.

**Circulation:** Weekly to membership, delivered in Adobe® Acrobat format by email.



Targeted advertising opportunities are now available in CAADPE's Weekly Memo.

### Ad Specifications

Actual size of the CAADPE Weekly Memo is 8.5" x 11". Please set up ads so that text does not extend outside the live area (7.5" x 9.5"). No bleeds. Please provide camera-ready art or electronic files. All files must be PC-format TIFF, JPEG, or EPS files. Ads submitted in an electronic format must include a printed proof. Files may be submitted on CD by mail to:

CAADPE, 1127 11<sup>th</sup> Street, Suite 208, Sacramento, CA 95814

or email to [caadpe@pacbell.net](mailto:caadpe@pacbell.net)

Please contact Linda with any questions at (916) 329-7409.

