

Businesses that continue to advertise regardless of economic times have a competitive advantage over businesses that trim their ad budgets.

Competitive advantage

Advertising during a sluggish economy clearly creates a competitive advantage with a majority of executives agreeing that seeing a company advertise during slower times makes them feel more positive about the company's commitment to its products and services. But perhaps most important is staying at the top of buyers' minds when purchase decisions are made.

The bottom line is clear: If a company is not communicating with customers when they enter the market, then that company will not be considered in the buying decision. That fundamental truth does not change, regardless of the economy.

While many companies readily understand the value of short-term advertising generating new sales, generating repeat business from existing customers and generating new leads that turn into future sales it can be more difficult to comprehend the long-term value. Think of a snowball rolling down a mountain consistent advertising has a cumulative effect. The more familiar buyers are with your brand, the more likely they are to purchase the brand.

Don't Miss Your Opportunity to Advertise in the 2013/2014 Membership Directory **ADVERTISE TODAY!**

The **CSA Membership Roster** is an excellent source of information for both members and non-members of the seed industry. If you choose to sponsor the Roster, your company's name will reach companies and individuals who are your potential customers, not to mention the advantage of keeping your company's name in clear view of your existing customers.

For the 2013-2014 CSA Membership Roster we are offering business card size sponsorships, and full page displays. Special position displays are also available.

Please complete the information in this form.

Sponsors will receive one complimentary copy of the Roster. Full page materials must be camera ready and no larger than 3.5" x 6 1/2". To reserve this space check the appropriate box. Camera ready copies must be received ASAP—no later than **August 15th**. *Special Positions offered to prior advertisers first and only become available if those advertisers decline their position. Please call to check space availability (916) 441-2251.

Please return the completed form along with your advertisement/business card. (DO NOT STAPLE) ASAP
Attn: Donna Boggs ~ email: dboggs@cgfa.org

PLEASE RESERVE:

Size	Cost
<input type="checkbox"/> Business Card (Please send 2)	\$ 75.00
<input type="checkbox"/> Full Page	\$175.00

Special Position Displays:

<input type="checkbox"/> Inside Front Cover	\$375.00
<input type="checkbox"/> Page Before Inside Back Cover	\$275.00
<input type="checkbox"/> Inside Back Cover	\$375.00
<input type="checkbox"/> Outside Back Cover	\$500.00
<input type="checkbox"/> Please Use Same Ad As Last Year	
<input type="checkbox"/> A check in the amount of \$_____ is enclosed	
<input type="checkbox"/> Call Me To Use My Credit Card	
<input type="checkbox"/> Please bill me upon publication	

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE _____

FAX _____

EMAIL _____

