

The Californian

The Quarterly Newsletter of

California Association of Licensed Security
Agencies, Guards & Associates



Article Submission Guidelines & Digital Advertising Packages

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Thank you for your interest in contributing to The Californian: The Quarterly Newsletter of CALSAGA!

The Californian is a high-quality digital quarterly newsletter distributed in February, May, August and November. The inaugural issue was released in February 2018.

This publication is distributed to the CALSAGA email list of more than 1,000 recipients as well as posted to the CALSAGA social media platforms and the CALSAGA blog.

CALSAGA members are owners and executive-level management of private patrol operators, proprietary security employers, private security training facilities as well as other industry and bureau partners.

Advertising submissions are welcomed by both current CALSAGA member companies and non-CALSAGA member companies. Article submissions will only be received from current CALSAGA member companies and Network Partners.

Article Submission Parameters

Articles should be informative and relevant to Private Patrol Operators, Proprietary Security Employers, Private Security Training Facilities and their employees. There is no cost to submit an article. Original content is preferred and will be given space priority. CALSAGA cannot guarantee inclusions of content that is not received on or before the submission deadline. Submitters are encouraged to submit author photo and/or biography as well as links to company social media platforms.

There are no specific parameters for length. Articles longer than the allotted space will be housed in their entirety on a page of the CALSAGA website and a link to continue reading will be provided.

Article submissions will only be received from current CALSAGA member companies. CALSAGA reserves the right to cancel or reject any submissions at any time. Submitter represents that it has all rights and authority necessary to publish all materials in any copy submitted to CALSAGA and will defend, indemnify and hold CALSAGA harmless for any claims or liabilities arising out of publication of Submitter's copy.

Advertising Submission Parameters

CALSAGA has final approval on all ads and content within The Californian. Web links may be attached to ad spaces. Publication-ready artwork in JPG or PNG format. See pricing and dimension specifics below. Advertising submissions are accepted on a first-received basis.

Article and Advertising Submission Deadline	Anticipated Publication Date
January 25, 2021	February 1, 2021
April 26, 2021	May 3, 2021
July 26, 2021	August 2, 2021
November 1, 2021	November 8, 2021

Advertising Pricing	1/4 Page	1/8 Page
4 editions	\$2850	\$1400
2 editions	\$1450	\$750
1 edition	\$750	\$400

Advertising Dimensions	1/4 Page	1/8 Page
	3.5 inches x 4.75 inches	3.5 inches x 2.38 inches

For questions or to submit an article and/or an ad, contact Kate Wallace at kate@calsaga.org.