



A Division of James Publishing, Inc.

address: 3505 CADILLAC AVE., SUITE H, COSTA MESA, CA 92626

mailing: P.O. BOX 25202, SANTA ANA, CA 92799-5202

## Rainbow Resource Directory Information and Schedule

### INFORMATION

**Rainbow Referral Guides** are relied upon by over 10,000 social workers, healthcare professionals, educators, psychologists, counselors, law enforcement personnel and government offices on a daily basis. Don't miss out on advertising in the only social service directory of its kind in California.

### SCHEDULE

**2012-2013 Los Angeles/Ventura Counties Guide:**

Publication: April 2012

Ad Deadline: February 1, 2012

**2012-2013 Orange County Guide:**

Publication: June 2012

Ad Deadline: April 6, 2012

**2012-2013 Riverside/San Bernardino Counties Guide:**

Publication: September 2012

Ad Deadline: July 10, 2012

**2012-2013 California Statewide CD-ROM:**

Publication: July 2012; December 2012 (biannual release)

Ad Deadline: May 31, 2012; October 28, 2012



*Full-year shelf life with 100% readership and high pass-along.*

*Year-round promotion through direct mail, Internet and relevant conferences & events.*

### DELIVERS SUPERIOR EXPOSURE

Rainbow Referral Guides are used by thousands of professionals and offices including:

- |                                  |   |
|----------------------------------|---|
| ■ County Social Service Agencies | ■ Public Libraries                        |
| ■ School Districts               | ■ Hospitals, Clinics & Discharge Planners |
| ■ Colleges & Universities        | ■ State & Federal Agencies                |
| ■ Nonprofit Organizations        | ■ Police and Fire Departments             |
| ■ Counselor/Psychologist Offices | ■ Probation Officers                      |

### HIGH QUALITY PUBLICATION

- All listings are updated each year
- Premium quality design and printing ensures outstanding ad reproduction and long shelf life
- Detailed agency listings include descriptions about services, fee structures, areas served, hours of operation, languages spoken and more...

### Contact Information

**Advertising Representative:** Justine Wiggans **Phone:** (714) 755-5463 **Fax:** (714) 755-2983

**E-Mail:** [jwiggans@jamespublishing.com](mailto:jwiggans@jamespublishing.com)

**Internet:** [www.ResourceDirectory.com](http://www.ResourceDirectory.com)

## New Advertising Packages Plus Lower Prices!

### Platinum - \$1500

Full page black & white print ad\*  
Measurements: 8.375" wide by 10.875" high  
Free Premium listing

### Gold - \$800

1/2 page black & white print ad\*  
Measurements: 7.125" wide by 4.8" high  
Free Premium listing



### Silver - \$500

1/3 page black & white print ad\*  
Measurements: 9.775" high by 2.301" wide  
Free Premium listing

### Bronze - \$175

Premium listing so that your ad stands out  
among the standard listings.

## All Packages Include:

-  Logo and full description of services on [www.ResourceDirectory.com](http://www.ResourceDirectory.com)
-  Bolded listing in the EZ Index at the front of the print directory.

### Premium Listing Example

Included **free** with any Platinum, Gold, or Silver package.



Supply a 30-word description of your agency to accompany your display advertisement.

#### MY SENIORCARE ADVISORS

(See Display Ad on Page 377)  
160 E. 2nd Street  
Tustin, CA 92780  
(800) 927-2829  
(714) 544-1844  
(714) 544-4836 FAX

Life planning & counseling svcs supporting seniors & families with aging parents. Trust admin & fiduciary svcs including financial, long-term care directives, budgeting, check writing, care mgmt resources & senior advocacy. OFC HRS: M-F 9am-6pm (after hours weekends by appt).  
SERVES: LA, Orange & Riverside Counties

\* Color ads are available for purchase with any package for an additional fee. Please contact your representative for a quote.

## Additional Advertising Options

### Web only - \$150

*Features your company logo and a full description of services on our website:  
[www.ResourceDirectory.com](http://www.ResourceDirectory.com)*

*Quotes available for banner ads. Please ask your representative.*



USA, 1999-2000 (1/14) 11/11/01  
2001 11/11/01 (1/14) 11/11/01  
www.resource.com  
Oasis, Traditional Values is a series of five short publications for parents and children  
and children's education programs in the industry. Each publication has a unique  
design and is fully illustrated. Each publication is available in print and electronic  
formats. For more information, please contact your representative.  
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### CD only - \$150

*Features your company logo and a full description of services at the top the chapter of your choice.*





### Full-page Cover Ads

*Advertise your agency on the back or inside cover of a Rainbow Resource Directory. Ask your representative for a quote.*



# Free Ad Design!

-  Ad design services are free to every display advertiser.
-  Our designers will work with you to create a professional, customized ad.



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## Ad Submission Guidelines

These guidelines have been developed to ensure that Resource Directory can process your ad in order for it to appear as you intend in our publications. Resource Directory requires advertisers to submit their ads and ad materials in electronic format.

### AD PREPARATION

#### ***For advertisers taking advantage of our free ad design:***

If you choose to provide a logo or any other art for your ad, please send an image with a minimum of 300 dpi in a JPEG, TIFF or other commonly-used image format. This requirement will ensure the best image quality in the ad that we design for you.

#### ***For those designing their own ads:***

Resource Directory recommends that ads be created using design software such as Adobe Illustrator, Adobe Photoshop, and Quark Xpress. We will accept ads in PDF format (press-optimized) or as a flattened TIFF file. Advertisers can prepare their ads using either Macintosh or Windows computers. *Advertisements that do not fit the exact size requirements will be scaled and/or cropped to meet the requirements at the publisher's discretion.*

**Black and White Advertisers:** Resource Directory accepts PDF files. Use the "Press-Optimized" setting when generating the PDF or flattened TIFF files. Files should embed any fonts used and convert type to "outline" or "curves." Images should be 300 dpi or higher and converted to the "grayscale" colorspace. All type and line art should be "grayscale" as well.

**Color Advertisers:** Resource Directory accepts native files in Adobe Illustrator, Adobe Photoshop or Quark Xpress. You must submit EPS files prepared in the CMYK colorspace. File names should be limited to less than 32 characters and should not include special characters such as "/", "%," and "#." File names should include the advertiser's business name.

**Full Page Advertisers:** Full page advertisers must include **at least a 1/4" bleed on all sides** and should not have text or other critical information within 3/16" of the edge.

### FILE SUBMISSION

Advertisers can deliver files to Resource Directory by e-mailing them to [jwiggans@jamespublishing.com](mailto:jwiggans@jamespublishing.com). PDF files do not need to be compressed, and should embed any fonts used and convert type to "outline." TIFF files should be compressed. Advertisers should submit only one (1) file and therefore use an archive, such as ZIP, if needed. File names should include the advertiser's business name.

### PROOFING

Advertisers will receive proofs either via e-mail or fax. Advertisers will be given five business days to approve the proof. Corrections will be limited to the time stated in the proof sent with a maximum of two (2) sets of changes. Resource Directory will work closely with advertisers to ensure a successful result; however, Resource Directory reserves the right to publish the original ad in order to meet production deadlines if and when the advertiser is unable to provide corrections in a timely manner.

Questions?

Questions should be directed to Resource Directory via e-mail: [jwiggans@@jamespublishing.com](mailto:jwiggans@@jamespublishing.com).



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## TESTIMONIALS

"I don't know what we'd do without the Resource Directory. It's our lifeline to other agencies and organizations."

— **Mary Weaver, E.D., Friends Outside in Los Angeles County**

"The Resource Directory is very valuable to Casa Teresa. We receive crisis calls from homeless women and families on a daily basis. The Rainbow Resource Directory is a life saver in helping us direct needy families to the help they need."

— **Lisa Callaghan, Executive Director, Casa Teresa**

"The Rainbow Guide affords social service workers the tools to provide accurate, effective and trustworthy referrals. It's a much needed resource that strengthens the local social service safety net."

— **Marco Ramirez, Inland Empire United Way**

"The Rainbow Directory is the one source that we at Precious Life Shelter use on a daily basis. Not only for referrals for those we cannot serve but for our clients as they are looking for a variety of resources. We use the Los Angeles and Orange County [Guides] on a daily basis; for every call received we try and provide a supportive service number if we aren't able to house or help a client."

— **Theresa E. Murphy, Precious Life Shelter, Inc.**

"We receive many inquiries daily requesting assistance with housing, food distribution, childcare, transportation, medical, dental and legal services. The Rainbow Resource Directory allows us to quickly and easily access sources for referrals to our callers in crisis. The Rainbow Resource Directory enables us to provide multiple resources to better meet the needs of our communities."

— **Judy Combs, Administrator, Laura's House Counseling & Resource Center**

"I have used the Resource Directory at all of the agencies I have worked for the last 24 years. It is an invaluable resource for nonprofits throughout Southern California."

— **Dianne Russell, JC Housing with HEART**

### Distribution

Rainbow Referral Guides are distributed to a variety of social service organizations including:

- Social Services Agencies
- Hospitals
- Mental Health Facilities
- Treatment Centers
- Medical Clinics
- Disabled Resources Centers
- Religious Centers
- Libraries
- Schools, Universities & Colleges
- Preschool/Childcare Centers
- Law Enforcement Centers
- Military Facilities
- Correctional Facilities
- City Governments
- State Government
- National Organizations