

Black & White Gross Rates

(Per Insertion)

Four Color Gross Rates

(B&W rate+\$885)

Size	1X Rate	6X Rate	12X Rate	1X Rate	6 X Rate	12X Rate
Full Page	4,990	4,374	3,742	5,875	5,259	4,627
2/3 Page	4,140	3,620	3,025	5,025	4,505	3,910
1/2 Page	3,190	2,786	2,392	4,075	3,671	3,277
1/3 Page	2,390	2,085	1,787	3,275	2,970	2,672
1/4 Page	1,868	1,634	1,402	2,753	2,519	2,287
1/6 Page	1,465	1,283	1,094	2,350	2,168	1,979
1/8 Page Directory Listing Ad \$496 (Listing ads only available in our annual Directory)						
Covers						
Inside Front	6,594	5,770	4,948	7,479	6,655	5,833
Inside Back	6,594	5,770	4,948	7,479	6,655	5,883
Outside Back	8,247	7,214	6,187	9,132	8,099	7,072

***Call for metallic and matched PMS color pricing**

Preferred Positions

May be secured by adding 10% to the space rate. Restrictions may apply.

Commissions

Agency commission is 15% to recognized agencies. After 60 days all unpaid accounts billed at gross rate plus service charge of 1.5% per month on unpaid balance.

Closing Dates

Space Reservation deadline is the 8th of the month preceding publication date. Advertiser will be held responsible for space canceled after closing date. Camera-ready copy is due by the 13th of the month.

Mechanical Requirements

Press-ready PDF files strongly preferred (at least 288 DPI) with fonts embedded and an additional .125 (1/8") bleed on all sides should be included (8.625" X 11.125" final sized file). Macintosh InDesign, Adobe Illustrator or Photoshop (no PC files) also accepted. Files can be e-mailed to: stevez@calbrokermag.com, supplied on CD or posted to FTP site: <ftp://calbrokermag.com>

Log in: ads@calbrokermag.com - Password: calbroker1
PDF files may be e-mailed to: stevez@calbrokermag.com.
The accuracy of all ads supplied are the responsibility of the advertiser or ad agency.

Classified Advertising Ads sold on a column inch basis at \$80.00 per column inch and require a prepayment by VISA or MC. Columns are 1-5/8" inches wide for a single column and 3-5/8" wide for double columns. All classifieds will be posted online as well.

Inserts

Call for mechanical specifications and availability.
2 pages (magazine page printed 2 sides) \$4,989*
4 pages (2 magazine pages printed 2 sides) 8,799*
Business Reply Cards 1,502*
Tip-ons (Call for estimates)

*Note: Price does not include printing

Page Unit Sizes

Size	Width & Depth
Spread	Trim- 16 3/4" X 10 7/8" Live Area-16" X 10 1/8" W/Bleed - 17" X 11 1/8"
Full Page	Trim- 8 3/8" X 10 7/8" Live Area- 7 5/8" X 10 1/8" W/Bleed - 8-5/8" X 11 1/8"
2/3 Page	4-7/8" X 9-3/4"
1/2 Page Horizontal	7" X 4-7/8"
1/2 Page Vertical	4-7/8" X 7 1/2"
1/3 Page Horizontal	4-7/8" X 4-7/8"
1/3 Page Vertical	2-1/4" X 9-3/4"
1/4 Page	4-7/8" X 3 3/4"
1/6 Page	2-1/4" X 4 7/8"
1/8 Page (Directory Only)	3 3/4" X 3 1/8"
1/8 Page Vertical (Directory Only)	1 5/8" X 5"
2 Page Spread	Trim - 16 3/4" X 10-7/8" Live Area- 16" X 10-1/8" W/Bleed- 17" X 11-1/8"

