

## 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"<br>Live Area-16" X 10 1/8"<br>W/Bleed - 17" X 11 1/8"              |
| Full Page                          | Trim- 8 3/8" X 10 7/8"<br>Live Area- 7 5/8" X 10 1/8"<br><b>W/Bleed - 8-5/8" X 11 1/8"</b> |
| 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"<br>Live Area- 16" X 10-1/8"<br>W/Bleed- 17" X 11-1/8"             |

