

Four Color Gross Rates (Special PMS Colors Available Upon Request)

Size	1X Rate	6 X Rate	12X Rate
Full Page	5,875	5,259	4,627
2/3 Page	5,025	4,505	3,910
1/2 Page	4,075	3,671	3,277
1/3 Page	3,275	2,970	2,672
1/4 Page	2,753	2,519	2,287
1/6 Page	2,350	2,168	1,979
1/8 Page Directory Listing Ad \$496 (Listing ads only available in our annual Directory)			

Covers			
Inside Front Cover	7,479	6,655	5,833
Inside Back Cover	7,479	6,655	5,883
Outside Back Cover	9,132	8,099	7,072



*Call for metallic and matched PMS color pricing

Preferred Positions

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

Commissions

All unpaid accounts billed at gross rate plus service charge of 1.5%. Agency commission is 15% to recognized agencies. After 60 days 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" sized file). Mac InDesign, Adobe Illustrator or Photoshop (no PC files) also accepted. Files can be e-mailed to: scotthalversen@calbroker.com, supplied on CD, or posted to FTP site: ftp.calbroker.com
Log in: ads@calbroker.com
Password: calbroker

Classified Advertising

Ads sold on a column inch basis at \$80.00 per column inch and require a pre-payment by VISA or MC. Columns are 1-5/8" wide for 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 page printed 2 sides) 8,799*
Business Reply Cards 1,502*
Tip-ons (call for estimates)

*Note: Price does not include printing

Page Unit Sizes

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
4-5/8" X 9-3/8"

1/2 Page Horizontal
7" X 4-7/8"

1/2 Page Vertical
4-5/8" X 7 1/2"

1/3 Page Horizontal
4-5/8" X 4-7/8"

1/3 Page Vertical
2-1/4" X 9-3/4"

1/4 Page
4-5/8" 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"

