

CALIFORNIA BROKER

SERVING CALIFORNIA'S LIFE/HEALTH PROFESSIONALS & FINANCIAL PLANNERS

2020 MEDIA KIT

McGee Publishers • 3727 W. Magnolia Blvd., #828, Burbank, CA 91505 • (800) 675-7563 • Fax (818) 843-3489

MONTH	FEATURE FOCUS	ALSO INSIDE	BONUS CIRCULATION
JANUARY	2020 Industry Outlook Health, Life and more	CA's Editorial Board weighs in on: Self Insurance Wellness Travel Insurance Medicare LTC & more	San Diego AHU Sales Expo
FEBRUARY	The Generations Issue Survey: GA View from the Top	Employee benefits that matter How to sell life insurance to everyone Financial wellness across the spectrum New trends in dental and vision	NAHU Capital Conference Orange County AHU Business Development Summit
MARCH	Large Group Survey: Large Group View from the Top	Closing the large group sale Consumer driven health Medicare Advantage	Inland Empire AHU Sales Symposium
APRIL	The Vision Issue	Best practices for health sales success Insurtech Life settlements Annuities	LAAHU Annual Conference
MAY	Voluntary Benefits Survey: Voluntary Benefits View from the Top	401(k) Commissions Medicare Prescription Drugs Travel Insurance	CAHU Capitol Summit & Expo
JUNE	All About Ancillary Benefits	Prepaid Legal, Vision, Disability Dental & more	NAHU Annual Convention
JULY	Survey: Dental Carriers	Annuities COBRA Life and LTC Riders	National Conference
AUGUST	Medicare Insurtech	Consumer Driven Health Prescription Drugs Travel Insurance	AHU Medicare Senior Summit Inland Empire AHU
SEPTEMBER	Life Life Settlements Survey: Life View from the Top	Self-Funding Plans Voluntary Benefits Medicare Annuities 401(k)s	NAAIA National Conference LAAHU & VCAHU Senior Summit LISI Group & Worksite Benefits Conf. PERKS LA Employee Experience Expo Healthcare Retreat
OCTOBER	Open Enrollment Survey: Large Group Roundup ANNUAL INSURANCE DIRECTORY*	Consumer Driven Health (HSAs) Medicare Supplements Vision Pet Insurance	Employer Health Care CAHU Annual Convention & Symposium
NOVEMBER	Individual and Small Group Survey: Small Group Roundup	Travel Insurance Long-Term Care Life Insurance Medicare Vision Prescription Drug Plans	Alliance of Comprehensive Planners Annual Conference *CALIFORNIA BROKER INSURANCE DIRECTORY
DECEMBER	Voluntary Benefits Survey: Voluntary Benefits Carriers	Year in Review Critical Illness Genomic Testing Life Settlements Dental	A complete sourcebook for the entire insurance industry in California, Sources for 50 products, plus profiles of Health Carriers, Dental and Vision Plans, Brokerage Agencies with websites, broker phone numbers and emails.

EDITORIAL SUBMISSIONS

Please contact Victoria Alexander for all editorial submissions: editor@calbrokermag.com

Article submissions are required six weeks before publishing dates.

To participate in surveys and View from the Top, please contact Thora Madden: thora@calbrokermag.com

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	1X Rate	6 X Rate	12X Rate
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.

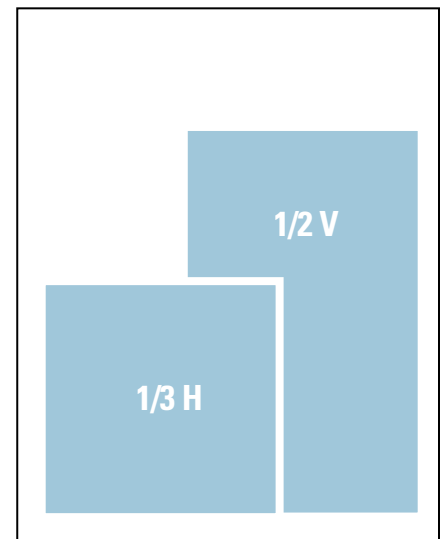
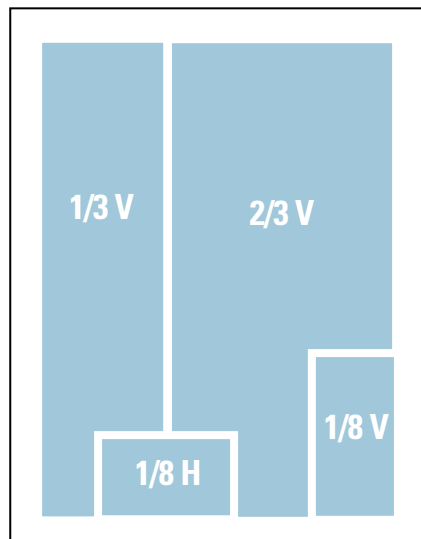
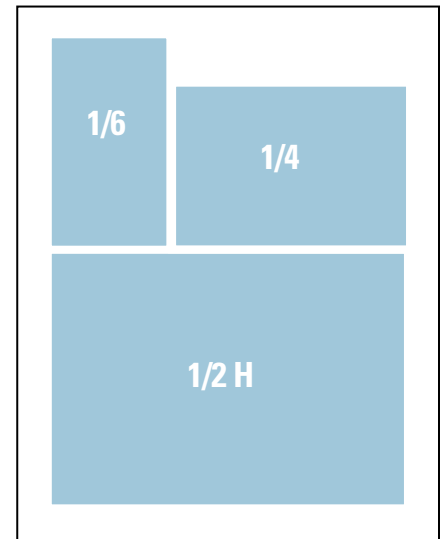
Inserts

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"



Advertiser: _____ Address: _____

City: _____ State: _____ Zip: _____

Contact: _____ E-mail: _____

Phone: _____ Fax: _____

Send Invoice To: _____

City: _____ State: _____ Zip: _____

Ad Size: Button (125 pixels W x 125 pixels D) Skyscraper (120 pixels W x 600 pixels D) Large Rectangular (336 pixels W x 280 pixels D)

Insurance Insider News Banner (Horizontal—600 pixels W x 60 pixels D) Specify Weeks Reserved _____

Leaderboard (Horizontal—Page Top—728 pixels W x 90 pixels D)

Button Ad: \$ _____ Skyscraper Ad: \$ _____ Banner Ad: \$ _____ Leaderboard Ad: \$ _____ Large Rectangular Ad: \$ _____

Months to Run: Jan. Feb. March April May June July Aug. Sept. Oct. Nov. Dec. Year: _____

www.calbrokermag.com

Home Page Leaderboard Ad	Monthly Rate	Button Ad Home Page	Monthly Rate
Top of Home Page (and every page on entire site)	\$2,000	Right Side of Home Page	\$500
Insurance Insider News Banner	Weekly Rate	(also appears on right hand side bar of every page on the site)	
Top of Email Blast	\$500	Ad Sizes:	
Footer of Email Blast	\$400	Leaderboard Ads —728 pixels wide x 90 pixels deep	
Button ad	\$300	Banner Ads —600 pixels wide x 90 pixels deep	
Large Rectangular Home Page Ad	Monthly Rate	Large Rectangular Home Page Ad —300 pixels wide x 260 pixels deep	
Right Hand side bar of Home Page	\$1,500	Skyscraper Ads —120 pixels wide x 600 pixels deep (Vertical).	
(also appears on right hand side bar of every page on the site)		Button Ads —125 pixels wide x 125 pixels deep	
Home Page Skyscraper Ad	Monthly Rate		
Home Page – Right Hand Side Bar	\$2,000		
(also appears on right hand side bar of every page on the site)			

Directory Banner Ads Yearly Rate	Yearly Rate	Directory Banner Ads	Yearly Rate
(Check which section to be included in)		Worksite Marketing	\$1,000
Dental Plans	\$3,000	Acupuncture Plans	\$500
GA/Brokerage	\$3,000	Broker/Dealers	\$500
Health Carriers	\$3,000	Chiropractic Plans	\$500
Long Term Care	\$3,000	Critical Illness	\$500
Managed Care Plans	\$3,000	COBRA Plan Providers	\$500
Secondary Market for Life (Life Settlements)	\$3,000	Employee Choice Plans	\$500
TPAs	\$2,000	401 (k) Providers	\$500
Errors & Omissions	\$1,000	Legal Plans	\$500
HSAs	\$1,000	Prescription Drug Benefits	\$500
Online Resources	\$1,000	Paramedical	\$500
Psychological Plans	\$1,000	Regional Offices (Life)	\$500
Vision Plans	\$1,000	Section 125	\$500
Workers' Comp	\$1,000	Trusts	\$500

Online Surveys

Banner Ads—\$3,500 Yearly – Please check desired survey

Dental Provider Survey Voluntary Benefit Survey

Signature: _____ Date: _____