

## 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@calbrokermag.com, supplied on CD, or posted to FTP site: ftp.calbrokermag.com  
Log in: ads@calbrokermag.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"

