

CALIFORNIA BROKER

SERVING CALIFORNIA'S LIFE/HEALTH PROFESSIONALS & FINANCIAL PLANNERS

2022 MEDIA KIT

McGEE PUBLISHERS • 3727 West Magnolia Blvd., Ste #828 • Burbank • CA 91505

(800) 675-7563 • Fax (818) 843-3489

MONTH	FEATURE FOCUS	ALSO INSIDE
JANUARY	2022 Industry Outlook: Health, Life, Employee Benefits	COVID-19 & State of the Industry LTC Medicare Insider Travel Insurance Insurtech
FEBRUARY	Employee Benefits That Matter Now Selling Strategies for Life Insurance	Financial planning Medicare Insider
MARCH	Survey: GA View from the Top Finance	Consumer Driven Health Medicare Insider Legal
APRIL	The Finance Issue	Life settlements Annuities and what you must know now Insurtech Medicare Insider
MAY	Survey: Mental Health	Travel insurance Innovative employee benefits Acupuncture/Chiropractic Medicare Insider
JUNE	Ancillary Benefits: Legal, Dental, Disability, Vision & more	Financial Planning Critical illness LTC Medicare Insider
JULY	Survey: Dental Carriers The Vision Issue	Annuities COBRA Life Insurance Medicare Insider
AUGUST	Health Insurance and Medicare Consumer Driven Health	Insurtech Prescription Drugs Travel insurance Medicare Insider
SEPTEMBER	Survey: Life View from the Top Life Settlements	Medicare Insider
OCTOBER	Survey: Large Group Round Up Open Enrollment	Vision Pet Insurance Medicare Insider
NOVEMBER	Survey: Small Group Round Up Life Insurance	Travel Insurance Prescription Drugs LTC Medicare Insider
DECEMBER	Survey: Voluntary Benefits	Critical Illness Dental Medicare Insider

2022 CALIFORNIA BROKER INSURANCE DIRECTORY

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.

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: Devon@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 pages (2 magazine page printed 2 sides)

Business Reply Cards

Tip-ons

\$4,989*

8,799*

1,502*

(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"

Trim — 8 3/8" X 10 7/8"

Live Area — 7 5/8" X 10 1/8"

— 8-5/8" X 11 1/8"

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

7" X 4-7/8"

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

4-5/8" X 4-7/8"

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

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

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

3 3/4" X 3 1/8"

1 5/8" X 5"

Trim — 16 3/4" X 10-7/8"

Live Area — 16" X 10-1/8"

W/Bleed — 17" X 11-1/8"

Full Page

W/Bleed

2/3 Page

1/2 Page Horizontal

1/2 Page Vertical

1/3 Page Horizontal

1/3 Page Vertical

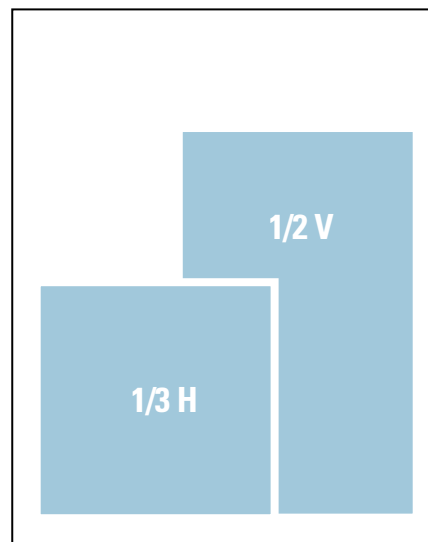
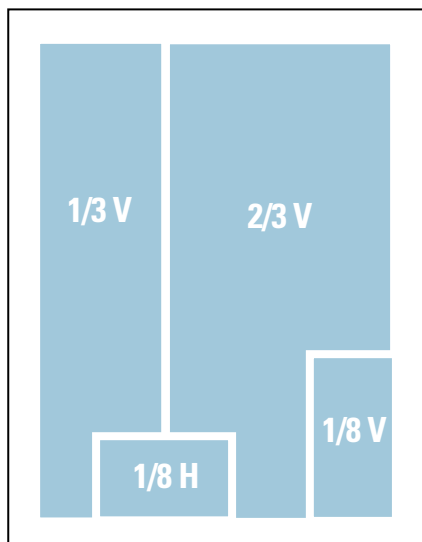
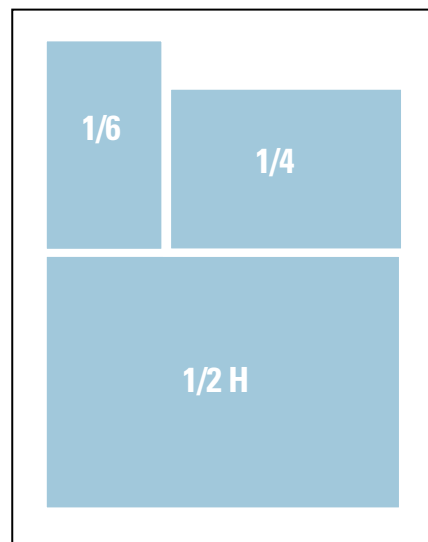
1/4 Page

1/6 Page

1/8 Page (Directory Only)

1/8 Page Vertical (Directory Only)

2 Page Spread



Advertiser: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Contact: _____ E-mail: _____ Phone: _____
 Send Invoice To: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Contact: _____ E-mail: _____ Phone: _____
 Signature: _____ Date: _____

By signing the above I acknowledge that I have read and agreed to McGee Publishers' Terms and Copy Regulations.

www.calbrokermag.com (Home Page)	Monthly Rate	Specify Month Reserved:
Leaderboard Home Page Ad: Top of Home Page (and every page on entire site) Ad Size: 728 pixels wide by 90 pixels deep	\$2000 Total Cost:	Jan Feb March April May June July Aug Sept Oct Nov Dec
Banner Home Page Ad (Top of Home Page only) Ad Size: 600 pixels wide by 90 pixels deep	\$1000 Total Cost:	Jan Feb March April May June July Aug Sept Oct Nov Dec
Banner Home Page Ad (Middle of Home Page only) Ad Size: 600 pixels wide by 90 pixels deep	\$900 Total Cost:	Jan Feb March April May June July Aug Sept Oct Nov Dec
Large Rectangular Home Page Ad (appears on right hand side bar of every page on the site) Ad Size: 336 pixels wide by 280 pixels deep	\$1200 Total Cost:	Jan Feb March April May June July Aug Sept Oct Nov Dec
Button Home Page Ad (appears on right hand side bar of every page on the site) Ad Size: 125 pixels wide by 125 pixels deep	\$500 Total Cost:	Jan Feb March April May June July Aug Sept Oct Nov Dec

Insurance Insider News Email Blast	Weekly Rate	Specify weeks Reserved:
Email Blast Top Banner AD Ad Size: Horizontal-600 pixels wide by 90 pixels deep	\$500	Specify weeks Reserved: Total Cost:
Email Blast Footer Banner AD Ad Size: Horizontal-600 pixels wide by 90 pixels deep	\$400	Specify weeks Reserved: Total Cost:
Email Blast Button AD Ad Size: Horizontal-125 pixels wide by 125 pixels deep	\$300	Specify weeks Reserved: Total Cost:

LEADERBOARD

728 pixels wide by 90 pixels deep

BANNER AD

600 pixels wide by 90 pixels deep

**LARGE
RECTANGULAR**

**336 pixels wide
by 280 pixels**

BUTTON

**125 pixels wide
by 125 pixels**

California Broker 2022 Print Ad Rate Card and Contract Form www.calbrokermag.com

McGee Publishers, Inc. 3727 West Magnolia Blvd., Ste. # 828 • Burbank • CA91505

(818) 848-2957 • Toll Free: (800) 675-7563 • Email: calbrokermag@calbrokermag.com

Advertiser: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____

Phone: _____ Email: _____

Advertiser: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____

Phone: _____ Email: _____

Send Invoice To: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____

Phone: _____ Email: _____

AD COST

Space Rate

☐ One Time Rate: \$ _____

☐ Six Time Rate: \$ _____ ☐

Twelve Time Rate: \$ _____ ☐

Other Charge: \$ _____

☐ TOTAL COST:

\$ _____

(Rate x Months)

AD SIZE:

☐ Full Page

☐ 2/3 Page

☐ 1/2 Horizontal Page

☐ 1/2 Vertical Page

☐ 1/3 Horizontal Page

☐ 1/3 Vertical Page

☐ 1/4 Page

☐ 1/6 Page

☐ 1/8 Page (Directory Only)

Position Requested:

(not guaranteed): _____

MONTHS RESERVED:

Year: _____

☐ JANUARY

☐ FEBRUARY

☐ MARCH

☐ APRIL

☐ MAY

☐ JUNE

☐ JULY

☐ AUGUST

☐ SEPTEMBER

☐ OCTOBER

☐ NOVEMBER

☐ DECEMBER

☐ DIRECTORY

ARTWORK STATUS

☐ New Ad Copy: _____

(date materials will arrive)

☐ Pick Up (specify month) _____

Index–Product Shopping Page–Billing Information

Advertiser Name to be listed in the Index of Advertisers: _____

Closing date is the 8th of the preceding month. Advertisers are held responsible for space cancelled after the closing date. By signing below, Advertiser and Agency acknowledge that they have read and agree to the foregoing terms and conditions and the terms and conditions set forth in that certain document attached hereto entitled "McGee Publishers, Inc. Additional Terms And Conditions For Print Advertising" which terms and conditions are incorporated within this Contract at this place and by this reference as if set forth in full."

Authorized Signature Advertiser: _____ Date: _____

Authorized Signature Agency: _____ Date: _____

By signing the above I acknowledge that I have read and agreed to McGee Publishers' Terms and Copy Regulations.