



SERVING CALIFORNIA'S LIFE/HEALTH PROFESSIONALS & FINANCIAL PLANNERS

Connecting Life & Health Insurance Professionals to valuable resources & solutions

2022 MEDIA KIT

HEALTH PUBLISHING, LLC. • 14771 Plaza Drive Suite C, Tustin CA. 92780
(714) 664-0311

2022

EDITORIAL CALENDAR

Health Broker Publishing, LLC • 14771 Plaza Drive Suite C, Tustin, CA. 92780 • (714) 664-0311

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

**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.

EDITORIAL SUBMISSIONS:

Please contact Linda Lalande 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: publisher@calbrokermag.com

2022 MAGAZINE RATE CARD

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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.

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

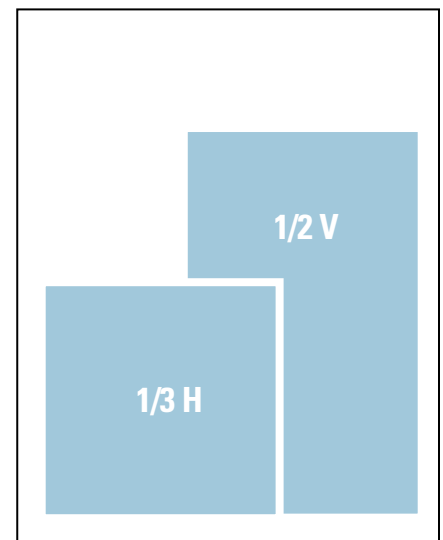
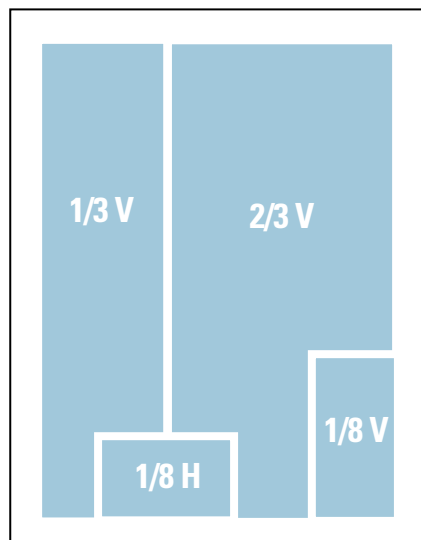
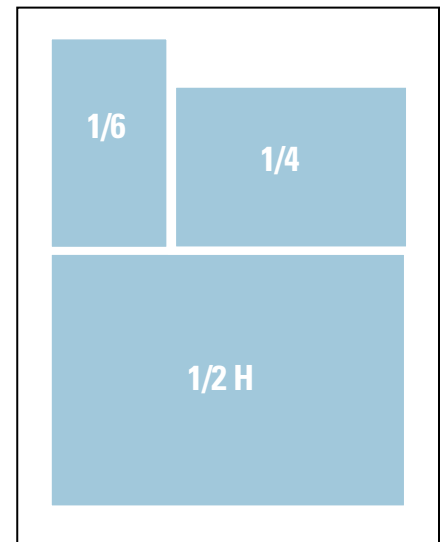
Call for mechanical specifications and availability

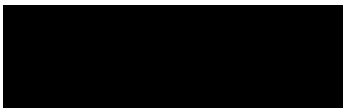
| | |
|---|----------------------|
| 2 pages (magazine page printed 2 sides) | \$4,989* |
| 4 pages (2 magazine page printed 2 sides) | 8,799* |
| Business Reply Cards | 1,502* |
| Tip-ons | (call for estimates) |

*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 <small>(Directory Only)</small> | 3 3/4" X 3 1/8" |
| 1/8 Page Vertical <small>(Directory Only)</small> | 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" |





2022

Print Ad Rate Card and Contract Form

Health Broker Publishing, LLC • 14771 Plaza Drive Suite C, Tustin, CA. 92780

Email: publisher@calbrokermag.com

Advertiser: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____

Phone: _____ Email: _____

Send Invoice To: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact: _____

Phone: _____ Email: _____

Index of Advertisers Listing Info: Contact name: _____

Company Name _____

URL _____ Email _____

Phone #s _____

AD COST

AD SIZE:

MONTHS RESERVED:

Space Rate

One Time Rate: \$ _____

Six Time Rate: \$ _____

Twelve Time Rate: \$ _____

Other Charges: \$ _____

TOTAL COST: \$ _____

(Rate x Months)

- 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)

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) _____

Position Requested:
(not guaranteed): _____

Billing Information

Payment due 15 days after publication of advertising.

Closing date is the 8th of the preceding month. Advertisers are held responsible for space canceled 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 "Health Broker Publishing." 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." Rev. 8/6/22

Authorized Signature Advertiser: _____ Date: _____

Authorized Signature Agency: _____ Date: _____

By signing the above I acknowledge that I have read and agreed to Health Broker Publishing Terms and Copy Regulations.