



**SERVING CALIFORNIA'S LIFE/HEALTH PROFESSIONALS & FINANCIAL PLANNERS**

*Connecting Life & Health Insurance Professionals to valuable resources & solutions*

# **2022** MEDIA KIT

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

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

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 preceded  
by 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 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

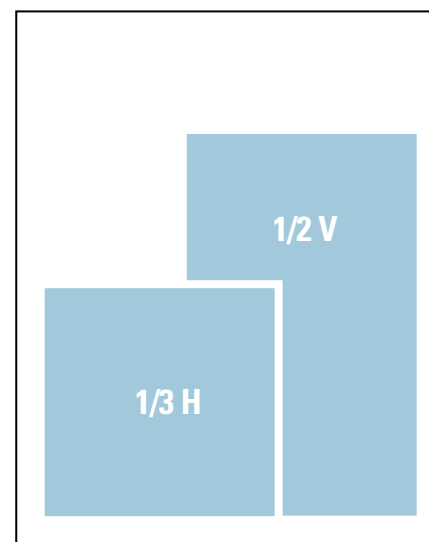
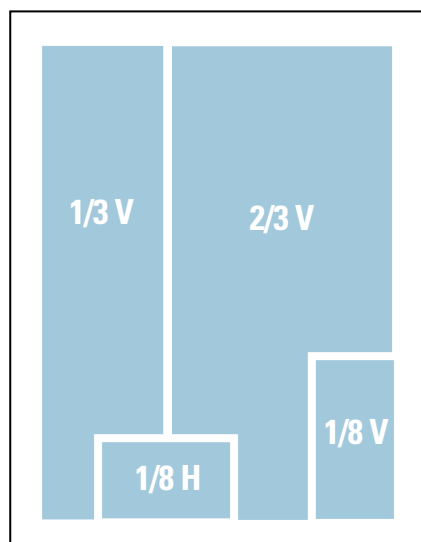
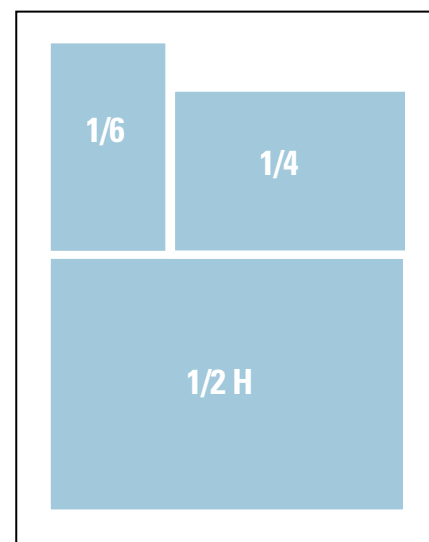
1/4 Page

1/6 Page

1/8 Page (Directory Only)

1/8 Page Vertical (Directory Only)

2 Page Spread



**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

### Space Rate

One Time Rate: \$ \_\_\_\_\_

Six Time Rate: \$ \_\_\_\_\_

Twelve Time Rate: \$ \_\_\_\_\_

Other Charges: \$ \_\_\_\_\_

**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)

## 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)

**Position Requested:**

(not guaranteed): \_\_\_\_\_

Pick Up (specify month) \_\_\_\_\_

## 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.