

CALIFORNIA BROKER

SERVING CALIFORNIA'S ANNUITY, LIFE AND HEALTH INSURANCE PROFESSIONALS

2024 MEDIA KIT

CALIFORNIA BROKER

SERVING CALIFORNIA'S ANNUITY, LIFE AND HEALTH INSURANCE PROFESSIONALS

MISSION STATEMENT

California Broker's commitment is to be the leading source of news and information for California brokers and agents operating in the health, life, and annuity industry. We are committed to connecting Life and Health insurance professionals to valuable resources and solutions they can provide to their insurance clients.

The Cal Broker Media Marketing Advantage

- **Longevity:** Established in 1981
- **Reach:** +120,000 California Life and Health brokers
- **Brand Recognition:** 80% of brokers recognize the California Broker Brand

California Broker Exceeds the Competition in reaching all California brokers.

Readers of California Broker include large and small businesses, in addition to those looking for health insurance. Our readers have a unique understanding of the demands on consumer health care, the perspectives of business owners, and the financial realities of the health insurance markets.

Our readers agree to abide by CA DOI Code of Ethics, which requires them to always make health care coverage recommendations with the customer's best interest in mind.

Why advertise

1. Only media reaching ALL licensed health and life insurance professionals in California four times a month, 120,000+ subscribers
2. Only source of industry content in both digital and print media platforms for all subscribers
3. Only media offering Cost per Click reporting for all published content including articles, advertorials, and advertisements emailed to subscribers

Our subscribers sell a multitude of plans and/or products:

- | | | | |
|---------------------------|-------------------|--------------------------|----------------------------|
| • Consumer-Driven HSA 89% | • Vision 84% | • Wellness 64% | • Medicare Supplements 54% |
| • Dental 87% | • Individual 80% | • Long-Term Care 64% | • Medicare Advantage 50% |
| • Disability 86% | • Life 72% | • Voluntary/Worksite 62% | • Annuities 39% |
| • Small Group 85% | • Large-group 69% | • Self-funded 62% | |

EDITORIAL CALENDAR

MONTH	FEATURE FOCUS	ALSO INSIDE	HEALTH OBSERVANCES
JANUARY	Preparation for a New Year Forecasting: Industry Outlook for 2024	Reflection: 2023 Industry Outlook 2024 Professional Development Tools Legislation Update Commission Coach Tech	National Eye Care Month
FEBRUARY	Winners of the First Annual Health Insurance Professionals of the year Awards Group Trends	AEP Report Health Heart health Industry Influencer Trends	American Heart Month
MARCH	Technology Panel	Health: Nutrition & Health Technology: InsurTech, Cybersecurity Exit Planning	National Nutrition Month Save Your Vision Month Workplace Eye Wellness Month
APRIL	Life Insurance/ Annuities	Medicare Financial: Annuities/Life Health: Diabetes	National Financial Literacy Month Month Defeat Diabetes Month
MAY	Heart Health Professional Development	Health: Mental Health, Stroke & Fitness Marketing: Professional Development Exit Planning Voluntary Benefits: Legal	National American Stroke Month National High Blood Pressure Education
JUNE	Small Group Panel	Medicare Aging Health: Alzheimer/Brain Large/Small Group	Alzheimer's and Brain Awareness Month
JULY	Voluntary Benefits Panel	Exit Planning Legislations Update Pharmacy Marketing: Professional Development	International Joke Day
AUGUST	Vision Panel	Small/Large Group Voluntary Benefits: Vision	Children's Eye Health & Safety Month
SEPTEMBER	Medicare Panel	Medicare Exit Planning Life & Annuities, Life Settlements, LTC Mental Health Voluntary Benefits: Dental	National Suicide Prevention Month Healthy Aging Month Life Insurance Month
OCTOBER	Group Open Enrollment	Medicare Annual Open Enrollment Legislation Update Pharmacy	Breast Cancer Awareness Month
NOVEMBER	Long-Term Care Month	LTC Professional Development Tools Exit Planning Small /Large Group	Long-term Care Awareness Month
DECEMBER	Planning Next Year	Medicare Technology: InsurTech, Cybersecurity Life & Annuities: Life Settlements, LTC	Rosa Parks Day

EDITORIAL SUBMISSIONS:

Please contact **Phil Calhoun** for all editorial submissions: publisher@calbrokermag.com

Article submissions are required six weeks before publishing dates.

To participate in surveys please contact: publisher@calbrokermag.com

PRINT RATE CARD

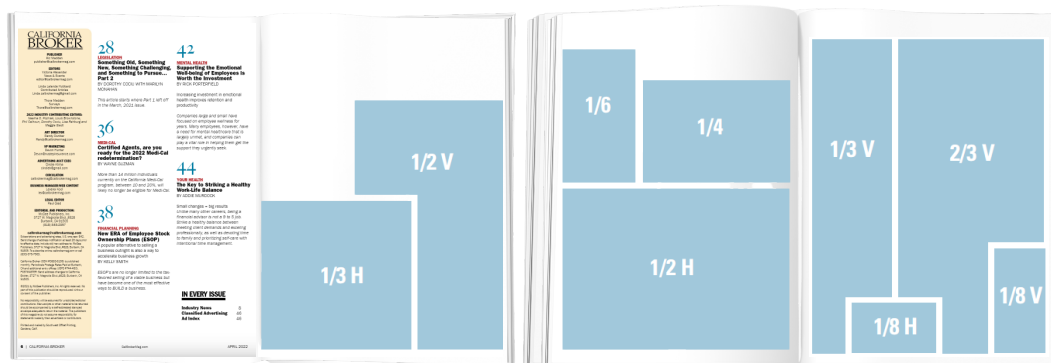
PLACEMENT

PLACEMENT	1X RATE	3X Rate	6X Rate	12X Rate
Full Page	\$5,875	\$5,581	\$5,259	\$4,627
2/3 Page	\$5,025	\$4,774	\$4,505	\$3,910
1/2 Page	\$4,075	\$3,871	\$3,671	\$3,277
1/3 Page	\$3,275	\$3,111	\$2,970	\$2,672
1/4 Page	\$2,753	\$2,615	\$2,519	\$2,287
1/6 Page	\$2,350	\$2,242	\$2,168	\$1,979

SPECIAL POSITIONS

COVERS	1X RATE	3X Rate	6X Rate	12X Rate
INSIDE COVER	\$7,479	\$7,105	\$6,655	\$5,833
INSIDE BACK COVER	\$7,479	\$7,105	\$6,655	INQUIRE
OUTSIDE BACK COVER	\$9,132	\$8,671	\$8,099	INQUIRE

PRINT PLACEMENT



SPECS

PLACEMENT	SPECS	INITIAL
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 W/Bleed	Trim: 8-3/8" x 10 7/8" Live Area: 7-5/8" x 10 1/8" - 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"	
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"	

PREFERRED POSITIONS

**May be secured by adding 10% to space rate. Restrictions may apply.*

WEBSITE ADVERTISING RATES

WEBSITE PLACEMENT

The screenshot shows the California Broker website layout with the following ad placements:

- A** LEADERBOARD #1: Located at the top right of the page.
- B** LEADERBOARD #2: Located below LEADERBOARD #1.
- C** BANNER AD: Located on the left side of the page, below the navigation bar.
- D** MID-SECTION BANNER AD: Located in the middle of the page, below the banner ad.
- E** FOOTER AD: Located at the bottom of the page.
- F** BUTTON AD: Located on the right side of the page, below the 'THIS MONTH'S CURRENT ISSUE' section.
- G** BUTTON AD: Located on the right side of the page, below the 'PRINT SUBSCRIPTION SIGN UP' section.

	PLACEMENT	SIZE	MONTHLY RATE	INITIAL
A	LEADERBOARD #1	728x90px + URL	\$2000	
B	LEADERBOARD #2	728x90px + URL	\$2000	
C	BANNER AD	600x90px + URL	\$1000	
D	MID-SECTION BANNER AD	600x90px + URL	\$900	
E	FOOTER	600x90px + URL	\$500	
F	BUTTON #1	125x125px + URL	\$1,200	
G	BUTTON #2	125x125px + URL	\$1,200	

WEEKLY eNEWSLETTER RATES

View this email in your browser



H TOP AD #1

I TOP AD #2



HEADER

J BANNER AD

HEADER

HEADER

K EMAIL BLAST BUTTON AD

HEADER

HEADER

L FOOTER AD

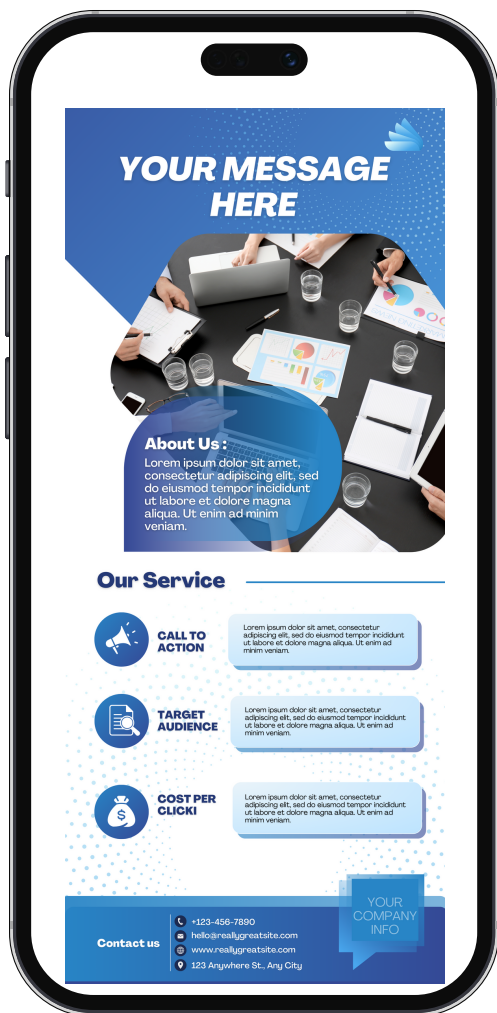
eNEWSLETTER RATES

	PLACEMENT	SIZE	MONTHLY RATE	INITIAL
H	TOP AD #1	600x90px + URL	\$1,500	
I	TOP AD #2	600x90px + URL	\$1,500	
J	BANNER AD	600x90px + URL	\$900	
K	EMAIL BLAST BUTTON AD	125x125px + URL	\$750	
L	FOOTER	600x90px + URL	\$600	

EXCLUSIVE OPPORTUNITY

Your HTML email sent directly readers..

HOT PRODUCT



HOT PRODUCTS advertorials are highly effective in communicating the reasons why California Broker readers should be doing business with you or using your product.

Each sponsored Hot Product will provide a platform for you to communicate your message that is educational, practical, useful information in which California Broker readers would find value, and should be independent of the advertiser.

Enjoy the benefits of a targeted a Hot Product email blast:

- Delivers your message directly to the inboxes of decision-makers
- Frequently forwarded to others for additional exposure
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Each Hot Product is exclusive to one advertiser

Sponsored Content Guidelines:

Content should include practical, useful information in which the readers would find value, which should be independent of the particular advertiser and provides maximum value for readers.

This opportunity includes:

600×350 banner

Company logo (150 pixels wide max)

Company tagline (5 – 10 words max)

70 – 100 words of text

Call to action text (5-7 words). If not provided, the default text will be **“Learn More”**

One URL/call-to-action link

Our subscribers get a solo email with your your message, logo and your content.

Clicks lead to people moving to learn more and land on your website.

Metrics of unique clicks are totaled and listed on a spreadsheet which includes names, addresses, and email addresses. Metrics report also shows subscribers who clicked multiple times.

CALIFORNIA BROKER

SERVING CALIFORNIA'S ANNUITY, LIFE AND HEALTH INSURANCE PROFESSIONALS

**20
24**

MEDIA KIT

APPENDIXES

CONTACTS

ADVERTISER:

ADVERTISER:		
ADDRESS:		
CITY:	STATE:	ZIP:
WEBSITE:		
CONTACT:		
PHONE:		
EMAIL:		

SEND INVOICE TO:

NAME :		
ADDRESS:		
CITY:	STATE:	ZIP:
PHONE:		
EMAIL:		

Marketing/Content Provider:

CONTACT:
DEPARTMENT:
EMAIL:
PHONE:

CONTACT:
DEPARTMENT:
EMAIL:
PHONE:

California Broker Team:

Publisher:

Phil Calhoun
714-664-0311
publisher@calbrokermag.com

Billing:

Carmen Ponce
714-380-3996
carmen@calbrokermag.com

Art Director:

Randy Dunbar
randy@calbrokermag.com

Production Director:

Zulma Mazariegos
zulma@calbrokermag.com

PRINT CONTRACT FORM

AD SIZE

MONTHS RESERVED

RATES & TOTALS

☐ Full Page
 ☐ 2/3 Page
 ☐ 1/2 Vertical Page
 ☐ 1/2 Horizontal Page
 ☐ 1/3 Vertical Page
 ☐ 1/3 Horizontal Page
 ☐ 1/4 Page
 ☐ 1/6 Page
 ☐ 2 Page Spread
 ☐ SPECIAL ORDER:

☐ January
 ☐ February
 ☐ March
 ☐ April
 ☐ May
 ☐ June
 ☐ July
 ☐ August
 ☐ September
 ☐ October
 ☐ November
 ☐ December

☐ One Time Rate \$
 ☐ Three Times Rate (3x) \$
 ☐ Six Times Rate (6x) \$
 ☐ Twelve Times Rate (12x) \$
 ☐ Other Charges \$

TOTAL COST: \$

Notes/Memo:

ACKNOWLEDGEMENT

I have read the print requirements:

Advertiser

Signature

Date

Content Provider

Signature

Date

Cal Broker Representative

Signature

Date

PRINT AD REQUIREMENTS

Resolution: 300 dpi up to 2000 dpi
Color: CMYK only. NO SPOT COLORS
Print Format: Single page PDF
Photos: Resolution 300 dpi or greater – png or jpeg

- Resolution of all photography and scanned illustrations must be at least 300 dpi. Line art should be 600 dpi.
- Vital copy and images must be at least 1/8" away from trim. Spread ads must have at least 3/8" total gutter.
- Materials should be submitted without crop marks, but full-page ads should include the required 1/8" bleed.
- All fonts used must be embedded in the PDF file.
- Ads must be suitable to print as-is.
- Necessary alterations are the responsibility of and at the expense of the advertiser.
- All materials must be submitted in accordance with the published deadlines and meet the criteria stated in the advertising policy
- Using the bold, italic or other style keys is not encouraged.
- Please use the bold or italic version of the font.
(For example, instead of making Adobe® Garamond bold with the style key, use the actual font for Adobe® Garamond Bold.)
- Flatten all layers and set transparency to highest setting.
- **PLEASE NOTE:** Materials that do not meet the stated advertising specifications will be rejected.

California Broker Media is not responsible for any errors in content.

- **Space reservations cannot be cancelled after closing date.**
- Publisher reserves right to bill for space ordered and will repeat ad of same size if available.
- **Material Deadline: 10th of month preceding month of issue.**
- **Space Reservations:** Closing date is 30 days before Material Deadline.
- **Issue Date:** Published monthly, in circulation first week of month of issue.

ACKNOWLEDGEMENT



I have read the print requirements:

_____ Advertiser	_____ Signature	_____ Date
_____ Content Provider	_____ Signature	_____ Date
_____ Cal Broker Representative	_____ Signature	_____ Date

DIGITAL SPECS

PLEASE NOTE

- Total File Size Limit: 200 KB
- File Formats Accepted: GIF, JPG, PNG
- 1-pixel border must be visible in ad if background is white (#ffffff) to differentiate from content area
- User-initiated on click
- Functioning close button

ADVERTISER WILL PROVIDE URL WITH ART WORK TO BE USED

- Materials that do not meet the stated advertising specifications will be rejected.
- **Necessary alterations are the responsibility of and at the expense of the advertiser.**
- Space reservations cannot be cancelled after closing date.
- Publisher reserves right to bill for space ordered and will repeat ad of same size if available.
- Material Deadline: **15th of month preceding month**
- **ADVERTISER: can change web ads once per contracted month**
- Space Reservations: **Closing date is 30 days before Material Deadline.**
- Published:
 - Website updated within the first week of month of stated contract.
 - eNEWSLETTER: weekly email blast distribution on Wednesday's
- Reports: To be sent by the 10th of the following month for all digital placements

ACKNOWLEDGEMENT



I have read the digital requirements:

Advertiser

Signature

Date

Content Provider

Signature

Date

Cal Broker Representative

Signature

Date

HOT PRODUCT – \$2,500

Contact us for availability.

Material Requirements

- Fully designed, ready-to-send email in an HTML file

Email platforms can display your content differently, so it is recommended to use a testing service to confirm

- Subject line for email (40 characters recommended; 78 maximum)
- Pre-Header text for the email (75 characters maximum)

HTML Specifications

- 650 px wide (recommended)
- Footer to include Company Name, Valid Postal Address and Email Address
- Mobile responsive
- All images and fonts need to be linked to the appropriate files hosted on your servers (no local files)
- All hyperlinks need to be embedded

Deadlines & Proofing

- Materials are due on Monday, two weeks before the scheduled distribution date.
- Materials that do not meet stated advertising specifications will be rejected.
- All content is subject to review and approval by *California Broker Media*.
- Necessary alterations are the responsibility and at the expense of the advertiser.
- A proof from the email system will be sent to the advertiser for approval.
- Any delay in the submission of materials or approvals by the advertiser may impact the distribution date.

Best Practices

- Avoid a single image as the eblast**
- Stick with web safe fonts for the best compatibility. Hosted fonts do not work in all email clients.

Ways to avoid spam triggers:

- Avoid words like “free”, “last chance”, and “offer” in your subject line
- Do not use excessive characters like \$ or %.
- Using all caps in your subject line
- Avoid displaying URLs that link to different web addresses:
i.e. www.mywebsite.com/home linking to www.mywebsite.com/best-offers.

ACKNOWLEDGEMENT



I have read the HOT PRODUCT requirements:

Advertiser

Signature

Date

Content Provider

Signature

Date

Cal Broker Representative

Signature

Date

DIGITAL CONTRACT FORM

WEBPAGE AD SIZE					FREQUENCY OF CHANGE			MONTHS RESERVED	
	PLACEMENT	SIZE	MONTHLY RATE	INITIAL	FREQUENCY	# MONTHS	INITIAL	<input type="checkbox"/> JANUARY	<input type="checkbox"/> JULY
A	LEADERBOARD #1	728x90px + URL	\$2000		MONTHLY			<input type="checkbox"/> FEBRUARY	<input type="checkbox"/> AUGUST
B	LEADERBOARD #2	728x90px + URL	\$2000		QUARTERLY			<input type="checkbox"/> MARCH	<input type="checkbox"/> SEPTEMBER
C	BANNER AD	600x90px + URL	\$1000		OTHER			<input type="checkbox"/> APRIL	<input type="checkbox"/> OCTOBER
D	MID-SECTION BANNER AD	600x90px + URL	\$900					<input type="checkbox"/> MAY	<input type="checkbox"/> NOVEMBER
E	FOOTER	600x90px + URL	\$500					<input type="checkbox"/> JUNE	<input type="checkbox"/> DECEMBER
F	BUTTON #1	125x125px + URL	\$1,200						
G	BUTTON #2	125x125px + URL	\$1,200						
TOTAL COST:					INITIAL				

eNEWSLETTER:					FREQUENCY OF CHANGE:			MONTHS RESERVED	
	PLACEMENT	SIZE	MONTHLY RATE	INITIAL	FREQUENCY	# WEEKS	INITIAL	<input type="checkbox"/> JANUARY	<input type="checkbox"/> JULY
H	TOP AD #1	600x90px + URL	\$1,500		WEEKLY:			<input type="checkbox"/> FEBRUARY	<input type="checkbox"/> AUGUST
I	TOP AD #2	600x90px + URL	\$1,500		OTHER:			<input type="checkbox"/> MARCH	<input type="checkbox"/> SEPTEMBER
J	BANNER AD	600x90px + URL	\$900					<input type="checkbox"/> APRIL	<input type="checkbox"/> OCTOBER
K	EMAIL BLAST BUTTON AD	125x125px + URL	\$750					<input type="checkbox"/> MAY	<input type="checkbox"/> NOVEMBER
L	FOOTER	600x90px + URL	\$600					<input type="checkbox"/> JUNE	<input type="checkbox"/> DECEMBER
TOTAL COST:					INITIAL				

Notes/Memo:

ACKNOWLEDGEMENT

I agree to the following digital placement:

Advertiser	Signature	Date
Content Provider	Signature	Date
Cal Broker Representative	Signature	Date

PLEASE NOTE

Terms of Payment:

Advertiser and Agency are responsible for the timely payment of all sums due and owing on the Placement Order Form. Payments are due and payable on or before the expiration of **fifteen (15) days** from the publication date. Failure to make any payment when due is considered delinquent and the delinquent amount must be paid in full.

The late payment fee equal to one half percent (1.5%) of the unpaid delinquent amount which shall be due and owing to Publisher in addition to Publisher's other charges set forth in its invoice.

Publisher does not represent, warrant or guarantee that Advertiser will receive any particular response

as a result of the advertisement placed by Advertiser in the Publication of Publisher.

Publisher reserves the right exercisable to reject or cancel any advertising for any reason at any time without suffering any liability to Advertiser or Agency. Publisher will refund the fee paid Advertiser or Agency provided that the rejection or cancellation was not a result of Advertiser's or Agency's beach of Publisher' Order or these Additional Terms And Conditions.

Advertiser and Agency represent and warrant that they have obtained all necessary licenses and clearances to use the content contained in their advertisements and Advertising Materials.

Digitally submitted Advertisements:

The Publisher assumes no responsibility for the inaccurate reproduction of digitally submitted advertisements resulting from the materials delivered by Advertiser and/or Agency to Publisher, including without limitation, artwork, graphics, color and type delivered by Advertiser and/or Agency.

Publisher will not be bound by any terms and/or conditions, printed or otherwise, appearing on any order form, insertion order or contract submitted by Advertiser and/or Agency to Publisher when they conflict with Order taken by Publisher or Publisher's Order former these Additional Terms And Conditions or any amendment thereto.

Publisher reserves the right exercisable in its sole discretion, to reject or cancel any advertising for any reason at any time without suffering any liability to Advertiser or Agency. Publisher will refund the fee paid Advertiser or Agency provided that the rejection or cancellation was not a result of Advertiser's or Agency's beach of Publisher' Order or these Additional Terms and Conditions.

ACKNOWLEDGEMENT



I have read the Terms and Conditions:

Advertiser

Signature

Date

Content Provider

Signature

Date

Cal Broker Representative

Signature

Date

TERMS & CONDITIONS

FOR PRINT AND ONLINE ADVERTISING AGREEMENT

1.Terms of Payment. Advertiser and Agency are jointly and severally liable for the timely payment of all sums coming due under the Order to which these Additional Terms And conditions are attached and the performance of all obligations as are required to be performed by Advertiser and/or Agency under the Order and/or these additional terms and conditions. All sums due and owing on the Order shall be and become due and payable on or before the expiration of thirty (30) days from and after the date set forth in the Order. If Advertiser or Agency shall fail to make any payment coming due under the Order within such thirty (30) day time period, then the sum owed under the Order shall be considered delinquent and at the option of Publisher, Publisher may thereafter add to its invoice each month until the delinquent amount is paid in full. The late payment fee equal to one half percent (1.5%) of the unpaid delinquent amount which shall be due and owing to Publisher in addition to Publisher's other charges set forth in its invoice.

2.No Guarantee. Publisher does not represent, warrant or guarantee that Advertiser will receive any particular response, level of responses, level of Sales or revenue as a result of the advertisement placed by Advertiser in the Publication of Publisher.

3.Force Majeure. Excluding payment obligations, no party will be liable for delay or default in the performance of its obligations under this Agreement if such delay or default is caused by conditions beyond its reasonable control, including but not limited to fire, flood, accident, earthquakes, telecommunications line failures, electrical outages, network failures, acts of God, labor disputes, general insurrection or civil war ("Incident"). In the event that Publisher suffers an Incident, Publisher shall make reasonable efforts to recommend a substitution for the Ad. If no such substitution is reasonably acceptable to Advertiser, Publisher shall allow Advertiser a pro-rata reduction in the space, time and/or program charges hereunder in the amount of money assigned to the space at the time of purchase.

4.Indemnification. Advertiser and Agency agree to defend, indemnify and hold harmless Publisher, its Affiliates and their respective directors, officers, employees and agents from any losses incurred as a result of a Third Party Claim, judgment or proceeding relating to or arising out of Advertiser's and/or Agency's breach of this Agreement and/or the content or subject matter of any advertisement or Advertising Materials provided to Publisher by Advertiser or Agency, including but not limited to allegations that such content or subject matter violates the right of a Third Party, are defamatory, obscene, pornographic or violate any laws, administrative rules and. or other regulations.

5.Authority to Bind Advertiser. Agency represents and warrants that it has the authority as agent to Advertiser to bind Advertiser to these Additional Terms and Conditions and each Order placed with Publisher. Agency agrees to defend, indemnify and hold harmless Publisher, Its Affiliates and their respective directors, officers, employees and/or agents from any and all losses incurred as a result of the Agency's alleged breach of the foregoing sentence.

6.Notice to Indemnifying Party. If any action will be brought against Publisher, its Affiliate(s) and/or their respective directors, officers, employees and/or agents (the" Indemnified Party") in respect to any allegation for which indemnity may be sought from Advertisers and/or Agency (the" Indemnified Party"), the indemnified Party will promptly notify Party of any such claim of which it becomes aware and will (i) provide reasonable cooperation to the Indemnifying Party at the Indemnifying Party's expense in connection with the defense or settlement of any such claim; and (ii) be entitled to participate at its own expense in the defense of any such claim. The Indemnified Party agrees that the Indemnifying Party will have sole and exclusive control over the defense and settlement of any such Third Party claim. However, the indemnifying Party will not acquiesce to any judgment or enter into any settlement that adversely affects the Indemnified Party's rights or interests without the prior written consent of the Indemnified Party.

TERMS & CONDITIONS

FOR PRINT AND ONLINE ADVERTISING AGREEMENT

7.Compliance with Federal, State, Local Laws. Advertiser, Agency, and Publisher will comply at all times with all applicable federal, state and local law, ordinances, regulations, and codes that are relevant to their performance of their respective obligations under this Agreement.

8.Licenses/Clearances. Advertiser and Agency represent and warrant that they have obtained all necessary licenses and clearances to use the content contained in their advertisements and Advertising Materials.

9.No Resale, Assignment, Transfer. Neither Advertiser nor Agency may resell, assign or transfer any of its rights or obligations hereunder, and any attempt to resell, assign or transfer such rights or obligations without Publisher's prior written approval will be null and void. All terms and provisions of these Additional Terms And Conditions and each Order will be binding upon and inure to the benefit of the parties hereto and their respective permitted transferees' successor and assigns.

10.Entire Agreement. These Additional Terms And Conditions and the related Order constitute the entire agreement of the parties with respect to the subject matter and supersede all previous communications, representations, understandings, and agreement, either oral or written, between the parties with respect to the subject matter of the Order. The Order may be executed in the counterparts each of which shall be an original and all of which together shall constitute one and the same document.

11.Governing Law. In the events of any inconsistency between the terms of an Order and these Additional Terms And Conditional, the terms of the Order shall prevail. All Orders and terms and conditions of These Additional Terms And Conditions For Print and Digital Advertising shall be governed by the Laws of the State of California. No modification of any Order and/Or these Additional Terms And Conditions shall be binding unless in writing and signed by all parties. If any provision herein is held to be unenforceable, the remaining provisions shall remain in full force and effect. All right and remedies hereunder are cumulative.

12.Notices. Any notice required to be delivered hereunder shall be deemed delivered three days after deposit in the U.S. Mail, return receipt requested, one business day if sent by overnight courier service, and immediately if sent electronically or by fax. All notices to Publisher, Advertiser, and Agency shall be sent to the contact and address as specified in the Order.

13.Survival of Provisions. All obligations of Advertiser and Agency capable of being performed by Advertiser and/or Agency after publication of their advertisement shall survive said publication. In addition, Publisher shall, in its discretion, retain, return or destroy Advertising Materials.

14.Digitally submitted Advertisements. The Publisher assumes no responsibility for the inaccurate reproduction of digitally submitted advertisements resulting from the materials delivered by Advertiser and/or Agency to Publisher, including without limitation, artwork, graphics, color and type delivered by Advertiser and/or Agency.

15.Omission of Advertisement. The Publisher assumes no liability if for any reason it becomes necessary, in Publisher's discretion, to omit and advertisement.

16.Publishers' Current Rates/Change/Cancellation. All Orders are accepted subject to the terms and provisions of Publishers' current rates. Orders are accepted subject to change in rates upon notice from the Publisher. However, Orders may be canceled within five days following the date that Advertiser and/or Agency receive actual notice of the change in rates or the change in rates is posted on Publisher's website, whichever occurs first.

17.Credit Criteria. Advertisers who do not meet the Publisher's credit criteria will be required to lodge a credit card as security for their advertising orders.

18.All Prices quoted are Net.

TERMS & CONDITIONS

FOR PRINT AND ONLINE ADVERTISING AGREEMENT

19.Collection Costs. In the event of non-payment or other breaches, the advertiser and/or its advertising agency shall be jointly and severally liable for reasonable collection costs, including court costs and attorneys' fees. If it becomes necessary to file suit to collect any amounts owed hereunder, the federal courts and state or local courts of the State of California Located in Los Angeles County, California, shall have exclusive jurisdiction over any and all court proceedings and the parties hereby consent thereto.

20.Publisher's Order Form Controls. Publisher will not be bound by any terms and/or conditions, printed or otherwise, appearing on any order form, insertion order or contract submitted by Advertiser and/or Agency to Publisher when they conflict with Order taken by Publisher or Publisher's Order form or these Additional Terms And Conditions or any amendment thereto.

21.Rejection or Cancellation. Publisher reserves the right exercisable in its sole discretion, to reject or cancel any advertising for any reason at any time without suffering any liability to Advertiser or Agency. Publisher will refund the fee paid Advertiser or Agency provided that the rejection or cancellation was not a result of Advertiser's or Agency's beach of Publisher' Order or these Additional Terms And Conditions.

22.Authorizations. All advertisements are accepted and published by Publisher on the representation and agreement of Advertiser and Agency that both are authorized to publish the entire contents of the subject matter of the advertisement and upon acceptance by the Advertiser and the Agency of all the terms and conditions of Publisher/s Order and these Additional Terms And Conditions. It is the responsibility of the Advertiser and Agency to ensure that all advertising shall comply with U.S> Postal Regulations and other applicable federal and state laws and regulations. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for publication thereof shall be deemed to constitute a representation by the Advertiser and Agency that they have obtained the written consent for the use thereof from all such persons and that they may lawfully publish or cause such publications to be made. In consideration of Publisher's publication of an advertisement hereunder for Advertiser and Agency and/or other valuable consideration hereby acknowledged having been received by the Advertiser and Agency. Advertiser and Agency agree to hold harmless Publisher, it's Affiliates and their officers, agents, and employees from any and all Losses arising out of or in any manner related to the publication of such advertisement by Publisher and all material appearing therein furnished by Advertiser and/or Agency, including without limitation, claims, actions or proceedings for libel, violation of any person's right of privacy, copyright infringement, plagiarism, and trademark infringement.

23.Limitation Liability. The liability of the Publisher for any error for which it may be held legally responsible will not exceed the cost of the space occupied by the error. The Publisher will not, in any events, be liable for loss of income or profits or any consequential damages.

24.Ownership. Publisher shall own all right, title and interest in and to all content in its publication created by Publisher. Nothing in this Agreement or otherwise shall preclude Publisher from using in the future any design, idea, concept or material used by it in connection with this Agreement for itself or any third party. Publisher reserves the right to change the design, look and feel of the content in its publication at any time and for any reason. Advertiser and/or Agency authorize Publisher to bring any claims Publisher, in its sole discretion, shall choose to pursue to prevent third party use of the content or data contained in Publisher's advertising, without Publisher's Advertiser's and/or Agency's consent.

TERMS & CONDITIONS

FOR PRINT AND ONLINE ADVERTISING AGREEMENT

25.Choice of Law. This Agreement and validity thereof shall be construed, interpreted and enforced pursuant to and in accordance with substantive law (excluding choice of law provisions) of the State of California.

26.Usury Laws. The publisher intends that this Agreement comply with all applicable usury laws. In fulfilling this intention, all agreements made hereunder between Publisher, one the one hand, and Advertiser and Agency, on the other hand, for the payment of interest on the late payments made by Advertiser and/or Agency are expressly limited so that the amount of interest paid or agreed to be paid to Publisher for the late payments shall not exceed the maximum amount permissible under applicable law. If for any reason payment of any amount required to be paid under this contract shall be prohibited by law, the obligation shall be reduced to the maximum allowed by law. If for any reason Publisher receives as interest an amount that would exceed the highest lawful rate, the amount that would be excessive interest shall be applied to the reduction of the unpaid balance of principal and not to the payment of interest.

27.Meaning of the words.

A. Publisher shall mean Health Broker Publishing., dba California Broker Magazine, A California corporation or its successor in interest.

B. Advertiser and Agency shall mean those entities, persons, and parties specified as such in the Order.

C. Order or Publisher's Order shall mean that certain forms entitled California Broker Magazine Print and Online Ad Rate Card Order Form And Contract or other forms used by Publisher to contract with Advertiser and Agency for the placement of advertising for the Advertiser in the publisher's publication.

PLACEMENT TOTAL

PRINT:

DIGITAL:

WEBSITE:

eNEWSLETTER:

OTHER CHARGES:

TOTAL COSTS:\$

ACKNOWLEDGEMENT



I agree to the following advertising:

Advertiser

Signature

Date

Content Provider

Signature

Date

Cal Broker Representative

Signature

Date