

2009 Broker World National Rate Information & Mechanical Requirements

NATIONAL RATES

Rates Effective November 1, 2008

National	12x	9x	6x	3x	1x
1 page	2560	2860	3075	3290	3500
2/3 page	2145	2395	2585	2765	2945
1/2 page	1760	1970	2135	2295	2450
1/3 page	1255	1390	1495	1595	1690
1/4 page	995	1110	1195	1275	1355
1/6 page	710	805	865	920	970



Increased Frequency Rates

	1 page	2/3 page	1/2 page
24x	2360	2005	1620
18x	2460	2060	1665

Color Rates (price per color, per page):

Standard	\$425	Metallic	\$640
Matched	\$495	4-Color Process	\$1100

(proof must be furnished)

Bleed: 10% additional, space and color.

Inserts: Information available upon request.

Commission: Agency commission of 15% to recognized advertising agencies providing compatible digital material if paid within 30 days of first billing. *After 30 days all unpaid accounts billed at gross rate plus service charge of 1.5% per month on unpaid balance.* Schedules not completed will be rebilled at earned rate.

Production Charges: Charges will be made for providing finished art and/or revisions to furnished material. These charges are not commissionable.

ISSUE/CLOSING DATES

Space Reservations: Third of month preceding month of issue. 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: Tenth of month preceding month of issue.

Issue Date: Published monthly, in circulation first week of month of issue.



MECHANICAL REQUIREMENTS

Page Size	Maximum Non-Bleed Size
1 page	7 3/8 x 10
2/3 page	4 3/4 x 10
1/2 page	7 3/8 x 5 or 4 3/4 x 7 1/2
1/3 page	4 3/4 x 5 or 2 1/4 x 10
1/4 page	7 3/8 x 2 1/2 or 4 3/4 x 3 3/4
1/6 page	4 3/4 x 2 1/2 or 2 1/4 x 5

Dimensions (width x height)

	Full Page	Two-Page Spread
Trim Size	8 x 10 7/8	16 x 10 7/8
Bleed Size	8 1/4 x 11 1/8	16 1/4 x 11 1/8
Live Matter Size	7 3/8 x 10	15 x 10

Materials: Digital required, please visit www.brokerworldmag.com or call Elizabeth Masters at 800-762-3387 for technical assistance.

Color Rotation: Black, cyan, magenta, yellow, metallic.

Printing: Web offset; perfect bound.

Photos: Resolution 300 dpi or greater – tiff or jpeg.

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