

# 2010 Broker World National Rate Information & Mechanical Requirements

## NATIONAL RATES

Rates Effective November 1, 2009

National	12x	9x	6x	3x	1x
1 page	2610	2910	3135	3355	3570
2/3 page	2185	2440	2635	2820	3000
1/2 page	1795	2005	2175	2340	2500
1/3 page	1280	1410	1520	1625	1725
1/4 page	1015	1125	1215	1300	1380
1/6 page	725	815	880	940	990



### Increased Frequency Rates

	1 page	2/3 page	1/2 page
24x	2405	2045	1650
18x	2510	2100	1695

### 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](http://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.

## STAFF

**Stephen P. Howard**  
PUBLISHER

**Sharon A. Chace**  
EDITOR

**Catherine A. Fritz**  
ASSOCIATE PUBLISHER

**Elizabeth E. Masters**  
PRODUCTION MANAGER

**Patricia L. Godfrey**  
DIRECTOR OF CIRCULATION

**Rita S. Reeves**  
SALES MANAGER

**Holly E. Lang**  
COMPTROLLER

**Anthony M. Stillwell**  
ACCOUNT EXECUTIVE

**John H. Coleman III**  
MANAGING DIRECTOR

To Order Space Or For More Information:

**800-762-3387**

913-383-9191 FAX: 913-383-1247

[www.brokerworldmag.com](http://www.brokerworldmag.com)

Email: [info@brokerworldmag.com](mailto:info@brokerworldmag.com)

Ask For Steve Howard, Rita Reeves,  
Tony Stillwell or Cathy Fritz