

CALIFORNIA GROCER 2017 RATE CARD

Effective October 15, 2016

ADVERTISING INSERTION SCHEDULE

Issue	Reserve By	Ad Material Due
1	Jan. 1	Jan. 10
2	March 1	March 10
3	May 1	May 10
4	July 1	July 10
5	Sept. 2	Sept. 9
6	Nov. 1	Nov. 10

BUYERS GUIDE INSERTION SCHEDULE

Reserve Date: May 15
 Ad Material Due: June 1
 Publication Date: July 1

Preferred Position

20% over regular rate.

Bleed

No charge.

Black & White

10% discount

GENERAL ADVERTISING RATES

	1 Time	3 Times	6 Times
One Page	\$ 2,880	\$ 2,680	\$ 2,400
1/2 Page	\$ 2,150	\$ 2,000	\$ 1,800
1/4 Page	\$ 1,600	\$ 1,500	\$ 1,450

General advertising rates are net.

ROLLOUT ADVERTORIAL

1/4 Page \$2,000

(Includes Web Channel)

Mechanical Requirements

We accept:

PDF files (four-color process, press quality)
 EPS files (fonts converted to paths)
 InDesign files (with support files & fonts)

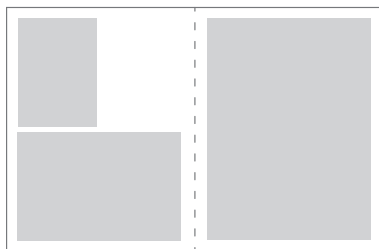
When designing an ad, remember:

Photos should be 300 dpi minimum at 100%.
 All color photos should be CMYK, not RGB.
 Spot colors must be CMYK, not PMS or spot.
 Pull your bleeds 1/8" (0.125") over trim.

Ad materials and production information:

Brad Maur
 CMB Design Partners
brad@cmbdesign.com

AD SIZES



Quarter Page

3.5" x 4.875"

Full Page

No Bleed
 7.375" x 10"

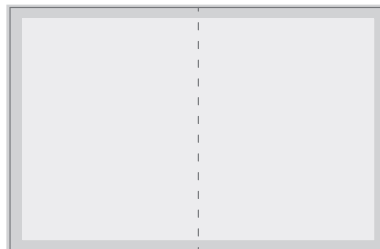
Half Page

7.375" x 4.875"



Full Page Bleed

Bleed: 8.75" x 11.25"
 Trim: 8.5" x 11"
 Live Area: 7.375" x 10"



Spread

Bleed: 11.25" x 17.5"
 Trim: 11" x 17"
 Live Area: 10.5" x 16.5"

Commissions 15% to recognized agencies. "Recognized agency" as used in this Rate Card refers to an individual or group of individuals who make the media selection, handle the order, coordinate and process the space placed with the Publisher under the terms of this Rate Card, furnish and prepay transportation on all printing materials submitted and **process prompt payment.** Terms: 30 days net, no cash discount. After 30 days, no agency commission will be allowed.

Contract and Copy Regulations

1. Publisher reserves the right to reject any objectionable copy.
2. Publisher reserves the right to identify as "advertisement" advertising copy that is judged as editorial material.
3. Advertiser and/or advertising agency assume full liability for all advertising content which they supply and do indemnify and hold Publisher harmless from any claims that arise therefrom.
4. Advertising material will be held for one year and then discarded unless otherwise notified.

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