

California Grocer 2011 Rate Card



Effective January 1, 2011

Color

1/color + black = \$300 + bw rate
 2/color + black = \$600 + bw rate
 4/color = \$900 + bw rate

Six Time Rate Color Discount

1/color + black = \$275 + bw rate
 2/color + black = \$550 + bw rate
 4/color = \$825 + bw rate

Preferred Position

20% over regular rate.

Bleed

No extra charge for bleed.

Mechanical Requirements

We accept:

PDF files (four-color process, Press Quality) EPS files (if the fonts are converted to paths) InDesign 2.0 files with support files Quark 4 files with support files.

When designing an ad, remember:

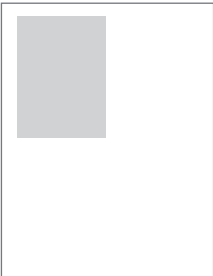
Photos should be 300dpi minimum at 100%. All color photos should be CMYK, not RGB. Spot colors must be CMYK, not PMS or spot. Pull your bleeds 1/8" (0.125") over trim. Send 100 percent sized laser prints with CD.

Advertising Insertion Schedule		
Issue	Reserve By	PDF to CGA
1	January 24	January 28
2	March 11	March 16
3	May 24	May 31
4	July 11	July 18
5	Sept. 2	Sept. 6
6	Nov. 7	Nov. 14

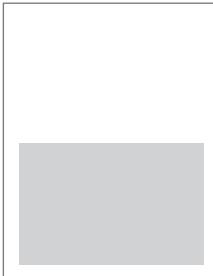
General Advertising Rates Black & White			
	1 Time	3 Times	6 Times
One Page	\$ 1,900	\$ 1,800	\$ 1,700
1/2 Page	\$ 1,150	\$ 1,100	\$ 1,000
1/4 Page	\$ 650	\$ 600	\$ 550

General advertising rates are net.

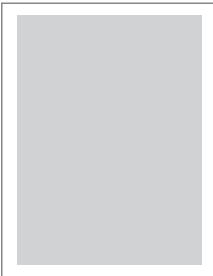
Ad Sizes



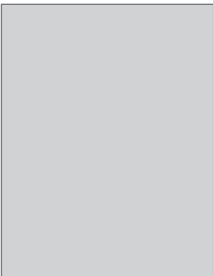
Quarter Page
3.5" x 4.875"



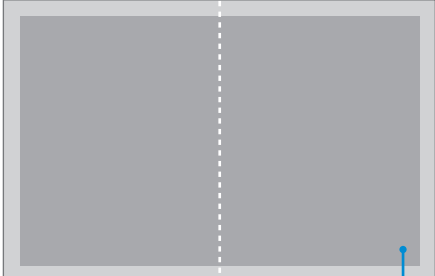
Half Page
7.375" x 4.875"



Full Page | No Bleed
7.375" x 10"



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"
No Bleed (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

- Publisher reserves the right to reject any objectionable copy.
- Publisher reserves the right to identify as "advertisement" advertising copy that is judged as editorial material.
- 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.
- Advertising material will be held for one year and then discarded unless otherwise notified.

Circulation Information

California Grocer is the official publication of the California Grocers Association. It is mailed to the members as part of their membership benefits.

CGA is the largest state food-industry association in the nation and provides a powerful voice for nearly 2,500 retailers, wholesalers, manufacturers, brokers and suppliers.

California Grocer is distributed to all supermarket chains doing business in California, and the majority of independents, convenience store operators and supplier members.

In addition, California Grocer is distributed at major trade shows nationwide, including: CGA Strategic Conference, NGA Convention, Food Marketing Institute, and WAFC.

To reserve advertising space, contact

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