

2021 Broker World National Rate Information & Mechanical Requirements

NATIONAL RATES

Rates Effective November 1, 2020

National	12x	9x	6x	3x	1x
1 page	2940	3265	3525	3775	4015
2/3 page	2465	2735	2965	3175	3375
1/2 page	2020	2255	2450	2635	2815
1/3 page	1435	1580	1705	1830	1940
1/4 page	1135	1270	1365	1465	1555
1/6 page	815	905	990	1055	1110

PLUS	Increased Frequency Rates		
	1 page	2/3 page	1/2 page
24x	2660	2230	1830
18x	2715	2275	1865

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, for technical assistance please visit www.brokerworldmag.com or call Shawn McKenna at 913-449-7935. Email shawn@thegraphixtech.com.

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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800-762-3387

913-383-9191

www.brokerworldmag.com

Email: info@brokerworldmag.com

Ask For Steve Howard

BROKER WORLD 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

Page Size: The document or page layout should be the same as the final trim size. If the final trim size of your project is 8 x 10.875 inches, then the document should be set up at that size.

Bleed Allowance: All items that bleed should physically extend at least 1/8 inch past the trim edge of the document.

Safety Margin: Text and any other critical copy should be at least 1/8 inch from the trim edge of the document to avoid getting cut off during the manufacturing process.

Color: All art and images should be built Process Color (CMYK) in the original application. Any Spot as well as RGB or LAB should be converted to CMYK. Converting colors outside of the original application can have unexpected results.

Crop/Registration Marks: All marks should be offset from the trim edge of the document by at least 1/8 inch (9 points) to avoid appearing in the final product.

Graphics

- **Halftone images:** An effective resolution of 300 pixels per inch (also known as dpi) is optimal. JPEG or Tiff
- **Bitmap images:** An effective resolution of 600 pixels per inch (also known as dpi) is optimal.

All graphics should be saved using the appropriate colorspace: CMYK or Grayscale.

Digital File Preparation:

Pages created in InDesign need exported using the PDF/X-1a setting.

PDF Files — Please verify that:

- All images are embedded within the final file
- All **Spot colors are converted to CMYK** and included within the final file.
- There are no RGB images within the final file
- All fonts are embedded within the final file
- Flatten all transparencies
- Color management is disabled in PDF
- Do not preserve OPI compression
- Do not downsample below 300 dpi
- There are no low resolution images within the final file
- Create final laser from PDF

Page Size	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

Please include a SWOP standard proof of the final advertisement to ensure accurate reproduction. Broker World will not be responsible for color differences or missing content without a SWOP standard proof (color issues) or a laser print (content).

SWOP Standard Color Proofs:

Proofs will be derived from supplied digital material. Proofs will contain color bars for quality control purposes, include 5%, 25%, 50%, 75%, 95% and 100% patches of CMYK. SWOP standards proofs are regarded as contract quality. Proofs that do not meet SWOP standards will be used for general guidance.

Suggested PDF and Postscript preflight application:

- Enfocus Pitstop: www.enfocus.com
- Markzware Filghtcheck: www.markzware.com

Preferred Digital File Types:

High Resolution Composite PDF

Media Accepted:

Email, CD, FTP Information available. Contact Shawn McKenna at smckenna@brokerworldmag.com for assistance.

Production Charges:

Charges will be added for providing finished art, revisions and or additions to furnished files. These charges are not commissionable.

Inserts: Insert and Belly Band information available upon request

Printing: Web offset; perfect bound

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

Broker World will not be responsible for files not in compliance with these mechanical requirements.

Send materials to: Shawn McKenna
shawn@thegraphixtech.com



P.O. Box 11310 • Overland Park, KS 66207
14609 W. 90th Terrace • Lenexa, KS 66215
800-762-3387



ONLINE ADVERTISING

Leader Board:
\$1,000 month / 728 pixels wide X 90 pixels high / 6 ad rotation maximum

Advertisement	Leader Board	Square
Price	\$1,000	\$750
Duration	1 Month	1 Month
Width (pixels)	728	350
Height (pixels)	90	350
Ad Rotation	6 Maximum	6 Maximum

Square:
\$750 month / 350 pixels wide X 350 pixels high / 6 ad rotation maximum

Artwork requirements:
All digital artwork for web must be supplied at 72 dpi. Please supply (.jpg) or (.gif) files. No flash files.

Material submission:
All files may be emailed to:
Shawn McKenna: shawn@thegraphixtech.com

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