

2024 Broker World National Rate Information & Mechanical Requirements

NATIONAL RATES

Rates Effective November 1, 2023

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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