



2008 Rates and Specifications

Mechanical Specifications

Central Cal Off-Road Magazine utilizes Adobe Creative Suite Applications. Submit all artwork as a High Resolution PDF. Any other formats require prior authorization from the publisher. Images must be embedded in the PDF file; Fonts must be converted to curves/outlines; 4-Color CMYK process required (Spot Colors will be converted to process). 300 p.p.i./150 l.p.i. required of all images.

Artwork to be submitted via email to:
brooke@concoursecomm.com

2008 Production Schedule

Edition	In Home Date	Artwork Due Date
Jan 2008	January 30, 2008	January 22, 2008
Feb 2008	February 15, 2008	February 8, 2008
March 2008	March 14, 2008	March 3, 2008
April 2008	April 18, 2008	April 7, 2008
May 2008	May 16, 2008	May 5, 2008
June 2008	June 13, 2008	June 2, 2008

Production schedule subject to change based on the CCORA requirements. Advertisers to be notified immediately upon publisher's notification of any changes to the publishing schedule.

Display Advertising Rates

Circulation: 10,000

	Size	1x	6x	12x
Inside Pages - Full Color				
Full Page (bleed size) (Image area 8.25" x 10.75")	8.50" x 11"	900	810	720
Half Page (horizontal)	7.25" x 4.75"	540	486	432
Half Page (vertical)	3.55" x 9.75"	520	486	432
1/4 Page	3.55" x 4.75"	324	292	259
Special Full Page Placements - Full Color (Image area 8.25" x 10.75")				
Back Cover	8.50" x 11"	1,350	1,215	1,070
Inside Back Cover	8.50" x 11"	1,125	1,012	900
Inside Front Cover	8.50" x 11"	1,125	1,012	900

Central Cal Off-Road Ads was developed by an off-roader for off-roaders. Central Cal Off-Road ads was developed to provide a one stop resource in Central California for everything off-road related. In addition to our website, we have developed Central Cal Off-Road Magazine to give enthusiasts an informative and entertaining printed resource. Not only will Central Cal Off-Road Magazine contain some of the online ads and info found on our web site, but it will also contain advertisements and profiles of local businesses and organizations. A key feature of our magazine will be various articles and information directly related to the off-road industry in Central California. Central Cal Off-Road Magazine is a free monthly publication distributed through off-road related businesses throughout Central California. We are also on the web at www.centralcaloffroadads.com. If you don't see our magazine at your local off-road business, ask them to contact us. If you have a club or an event to advertise, we would be glad to help. If there is something you would like to see in the magazine or on the site please contact us at www.centralcaloffroadads.com.

Contact Information

Justin Kulikov
 P.O. Box 346 - Reedley, CA 93612
 Ph. (559) 647-5908 / Fax. (559) 875-6880
 E-Mail: justin@centralcaloffroadads.com

Build Charges

All published rates are based on Camera-Ready artwork. Central Cal Off-Road Magazine has the ability to build artwork for clients. Please request a build cost estimate from your advertising representative. Central Cal Off-Road Magazine requires 1 week build time.

Credit Policy

All advertising shall be prepaid unless a credit application has been submitted and approved by publisher. Upon credit approval, all payments are due in full immediately upon receipt of the invoice. A finance charge of 18% per annum, will be assessed to accounts delinquent for more than 30 days. Additionally, severely delinquent accounts will be assigned to a third-party agency for collections and have further credit revoked. Visa and MasterCard Accepted.

Rate Changes

Publisher reserves the right upon 30-day notice to change the rates herein listed. In the event of a rate increase, advertiser reserves the right to accept the increase, or to cancel an established advertising contract with no penalty, providing cancellation is delivered in writing to the publisher within the 30-day notice period. A continuance of advertising after the new rates go into effect will constitute acceptance of new rates and policies.