

McGee Publishers · 217 E. Alameda Ave., #301 · Burbank, CA 91502 · (800) 675-7563 · Fax (818) 843-3489

Advertiser _____ Address: _____

City _____ State: _____ Zip: _____

Contact _____ E-mail _____

Phone _____ Fax _____

Send Invoice To _____

City _____ State _____ Zip _____

Ad Size: Button (Size=108 pixels W X 90 pixels D) Skyscraper (Vertical - 120 pixels W x 600 pixels D)

Banner (Horizontal-468 pixels W x 60 pixels D) Leaderboard (Horizontal-Page Top-720 pixels W x 90 pixels D)

Button Ad: \$ _____ Skyscraper Ad: \$ _____ Banner Ad: \$ _____ Leaderboard Ad: \$ _____

Months to Run: Jan. Feb. March April May June July Aug. Sept. Oct. Nov. Dec. Year: _____

California Broker Directory Online

Skyscraper Ads—120 pixels wide x 600 pixels deep (vert).

Home Page Skyscraper Ads Monthly Rate

Home Page Ad \$1,500

1/2 Home Page Skyscraper Ads Monthly Rate

Home Page Ad \$750

Sponsored Search Vertical Banner Ads Annual Rate

Dental Plans \$3,000

GA/Brokerage \$3,000

Health Carriers \$3,000

Long Term Care \$3,000

Managed Care Plans \$3,000

Secondary Market for Life Insurance (Life Settlements) \$2,000

TPAs \$2,000

Errors & Omissions \$1,000

HSAs \$1,000

Online Resources \$1,000

Psychological Plans \$1,000

Vision Plans \$1,000

Worksite Marketing \$1,000

Acupuncture Plans \$500

Broker/Dealers \$500

Chiropractic Plans \$500

Critical Illness \$500

COBRA Plan Providers \$500

Employee Choice Plans \$500

401 (k) Providers \$500

Legal Plans \$500

Prescription Drug Benefits \$500

Paramedical \$500

Regional Offices (Life) \$500

Section 125 \$500

Trusts \$500

California Broker Magazine Online

Banner Ads—468 pixels wide x 60 pixels deep (Horizontal-page middle)

Leaderboard Ads—728 pixels wide x 90 pixels deep (Horizontal-page top)

Skyscraper Ads—120 pixels wide x 600 pixels deep (Vertical).

1/2 Skyscraper Ads—120 pixels wide x 240 pixels deep (Vertical).

Button Ads—125 pixels wide x 125 pixels deep

Position	Monthly Rates
<input type="checkbox"/> Home Page Banner	\$2,000
<input type="checkbox"/> Home Page Leaderboard	\$2,000
<input type="checkbox"/> Editor's Column Skyscraper	\$2,000
<input type="checkbox"/> Upper Banner	\$2,000
<input type="checkbox"/> Lower Banner (Insurance Insider News)	\$2,000
<input type="checkbox"/> Top Banner (Insurance Insider News)	\$1,500

For month of ____/____/____

Online Surveys

Banner Ads—\$3,500 Yearly

Please check desired survey

Dental Provider Survey

HMO Survey

HSA Survey

PPOs

Term Survey

Starting ____/____/____

Ending ____/____/____

Calendar Ads

Calendar Ads—\$550 Yearly

Ad will appear above your month in our calendar section

Classified Ads \$120

Help Wanted

Products

Other _____

Insurance Insider News

Banner Ads—\$500 Weekly

Exclusively Weekly Sponsorship

For week of ____/____/____

Industry Announcements

Announcements—\$2,000 each
Banner ad and photograph w/ supplied 2 page press release

Marketing Strategies E-Newsletter

\$3,000.00 Exclusive. Two banner ads (468 pixels wide x 60 pixels deep), one ad next to advertiser interview and photo and one at newsletter bottom. Two button ads at the top of the newsletter 108 pixels wide x 90 pixels deep GIF or animated GIF file only and a color photo (JPEG file) next to interview.

Button Ads (When avail.) 110 pixels wide X 90 pixels deep—\$500 per mo.

Ads run next to marketing strategies newsletter mast head

For the month of _____

Signature: _____

Date: _____