in gear

The *In Gear* is the official publication for the California Association of 4WD Clubs, Inc. It is published every other month (see schedule below) in a glossy magazine format. We have a circulation of 10,000 to our members and off-road businesses in California and adjacent states.

Frequency discounts are available. Please call or email for more details.

ASSOCIATE MEMBER AD RATES

AD SIZE	AD DIMENSIONS	RATE PER INSERTION
Gearbox directory listing	2.24" wide x 1" high	$35.00
Business card	2.24" wide x 1.3" high	$75.00
1/8 page vertical	2.24" wide x 2.5" high	$125.00
1/8 page horizontal	4.65" wide x 1.2" high	$125.00
1/4 page	3.4479" wide x 4.75" high	$260.00
1/3 page without bleed	7.0625" wide x 3.3" high	$350.00
1/3 page with horizontal bleed	8.5625" wide x 3.3" high	$350.00
1/2 page without bleed	7.0625" wide x 5" high	$500.00
1/2 page with bleed	8.5625" wide x 5.5" high	$500.00
Full page without bleed	7.0625" wide x 9.375" high	$800.00
Full page with 1/4" bleed	8.5625" wide x 10.75" high	$800.00
Cover without bleed	7.0625" wide x 9.375" high	$900.00
Cover with 1/4" bleed	8.5625" wide x 10.75" high	$900.00

EDITORIAL CALENDAR

ISSUE	DEADLINE	DELIVERY
February	January 1	End of January
April	March 1	End of March
June	May 1	End of May
August	July 1	End of July
October	September 1	End of September
December	November 1	End of November

BANNER/PRINT COMBO PACKS
Combine your print ads with banner ads on cal4wheel.com and receive a discount!
Contact us for details.

PRODUCTION SPECS

- All ads are full color on glossy stock.
- Ads must be provided electronically in CMYK color at 300 DPI with fonts embedded. PDF files are preferred.
- All ads should abide by Tread Lightly! guidelines.

CONTACT INFO

Suzy Johnson, Editor
(805) 550-2804
Fax (866) 888-2465

editor@ingear4x4.com

222 Rainbow Dr., #12269
Livingston, TX 77399-2022
http://www.cal4wheel.com

in gear

Advertising Specifications

Full page with 1/4" bleed
8.5625" w x 10.75" h

Full page without bleed
7.0625" w x 9.375" h

1/3 page without bleed
7.0625" w x 3.3" h

1/3 page with horizontal bleed
8.5625" w x 3.3" h

1/4 page
3.4479" w x 4.75" h

1/2 page without bleed
7.0625" w x 5" h

1/2 page with bleed
8.5625" w x 5.5" h

1/8 page vertical
2.24" w x 2.5" h

1/8 page horizontal
4.65" w x 1.2" h

Business Card
2.24" w x 1.3" h

Gearbox Listing
2.24" w x 1" h

CAL4WHEEL.COM BANNER ADS

Advertise your business on the Cal 4 Wheel website! Your banner ad will appear on every page on the site, with no limit on clicks. A discounted banner/display ad bundle package is available.

Contact us for details.

SAMPLE - 468 pixels wide x 60 pixels high

BANNER AD RATES

LOCATION	FREQUENCY	TOTAL COST
cal4wheel.com only	1 month	$20.00
	2 months	$39.00
	3 months	$56.00
	Six months	$110.00
	One year	$220.00
cal4wheel.com **CA4WDC electronic newsletter** (at least two issues per month)	1 month	$30.00
	2 months	$49.00
	3 months	$66.00
	Six months	$120.00
	One year	$230.00

BANNER/PRINT COMBO PACKS

Combine your print ads with banner ads on cal4wheel.com and receive a discount!
Contact us for details.

PRODUCTION SPECS

- Ad dimensions are 468 pixels wide x 60 pixels high.
- Animation is allowed.
- Files should be saved as a .gif, .png or .jpg
- Design services are available for an extra charge

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Advertising Contract / Insertion Order

Name of Advertiser _____

Business Owner _____ Contact Person _____

Billing Address _____

City, State, Zip _____

Phone _____ Fax _____

email _____

Size of Ad _____ Starting _____ (month/year) Ending _____ (month/year) Rate $_____ /per insertion

COPY REQUIREMENTS: All advertising is subject to publisher's approval. Advertisers and their agencies assume liability for all content (including text and illustrations) of advertisements printed. Copy for ads requiring typesetting must be submitted no later than the first of the month prior to publication. Camera ready ads will be accepted until the fifth of each month prior to publication.

DISCOUNTS: To qualify for frequency discounts a contract must be submitted. Contracts for frequency discounts and position are available for 6- and 12-month periods only. Open rate adjustments are made at the end of the contract if terms are not fulfilled. Contract holders will be given reasonable notice of any increase in rates and the opportunity to cancel contract at the time the rate change becomes effective.

PAYMENT TERMS: First-time advertisers are required to provide payment for their first insertion upon submission of ad copy. After the initial insertion, ads will be billed on a net 30-day basis. Publisher reserves the right to charge a late payment fee of 1.5% per month (18% per annum) and to collect reasonable attorney's fees.

CANCELLATION: The advertiser agrees to pay the highest fee for all issues covered by this contract if any payment is sent after the payment date or upon advertiser's cancellation of this agreement. Non-payment will result in cancellation of contract and removal of advertisement.

Approved (signed) _____ Date _____

By (print) _____

MAILING INSTRUCTIONS: Send contract/insertion order and ad copy to:

In Gear
Suzy Johnson, Editor
222 Rainbow Dr., #12269
Livingston, TX 77399
805-550-2804 / Fax 866-888-2465
email editor@ingear4x4.com

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Web Banner Contract / Insertion Order

Name of Advertiser _____

Business Owner _____ Contact Person _____

Billing Address _____

City, State, Zip _____

Phone _____ Fax _____

email _____

Size of Banner _____ Starting _____ (month/year) Ending _____ (month/year) Rate $_____ /per month

❏ Web Only ❏ Web & Electronic Newsletter

COPY REQUIREMENTS: All advertising is subject to publisher's approval. Advertisers and their agencies assume liability for all content (including text and illustrations) of advertisements posted. Ads must be submitted as either .jpg, .gif, or .png electronic files. Design services are available upon request.

DISCOUNTS: To qualify for frequency discounts a contract must be submitted. Open rate adjustments are made at the end of the contract if terms are not fulfilled. Contract holders will be given reasonable notice of any increase in rates and the opportunity to cancel contract at the time the rate change becomes effective.

PAYMENT TERMS: First-time advertisers are required to provide payment for their first banner upon submission of files. After the initial insertion, ads will be billed on a net 30-day basis. Publisher reserves the right to charge a late payment fee of 1.5% per month (18% per annum) and to collect reasonable attorney's fees.

CANCELLATION: The advertiser agrees to pay the highest fee for all issues covered by this contract if any payment is sent after the payment date or upon advertiser's cancellation of this agreement. Non-payment will result in cancellation of contract and removal of advertisement.

Approved (signed) _____ Date _____

By (print) _____

MAILING INSTRUCTIONS: Send banner ad contract/insertion order and ad file to:

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email webmaster@cal4wheel.com