

California Trusts and Estates Quarterly

2024 Advertising Rates and Specifications

RATES

	Size	1X	2X	3X	4X
1/4 Page =	3.6"(w) x 4.6"(h)	\$1,270	\$2,170	\$3,070	\$3,830
1/2 Page =	8"(w) x 5"(h) – Horizontal or 4.25"(w) x 11"(h) – Vertical ** must have + 1/8" bleed edge	\$1,920	\$3,250	\$4,600	\$5,740
Full Page =	8"(w) x 10.5"(h) – no bleed 8.75"(w) x 11.25"(h) – with bleed	\$3,190	\$5,420	\$7,640	\$9,550

SPECIFICATIONS

Color: Black and/or PMS 295C	Screens must be >10% and <85%	All fonts must be outlined
Camera-ready art, or 133 linescreen film	All placed graphics and utilized fonts must be sent as separate files	Hard Copy must be provided as production guide

Digital files: High resolution PDF preferred, Macintosh Quark 5 or 6, PageMaker 5/6/6.5, Illustrator 5/6/7

- *California Trusts and Estates Quarterly* has a circulation of approximately 6,000 and is published four times per year.
- The above prices reflect an approximate 15% discount for running an ad twice per year, an approximate 20% discount for three times per year and an approximate 25% discount for four times per year. Payment for advertising is due in full at the time the material is submitted for first publication.
- *California Trusts and Estates Quarterly* is not responsible for reproduction of an ad or camera-ready copy that is below standards.
- Due to copy layout constraints, the publisher cannot guarantee in advance that there will be ad space in a particular issue. Early submission is encouraged.
- The publisher reserves the right to reject or cancel any advertising at any time upon refund or any ad(s) not run.

For more information, please contact:

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