



# IN GEAR

## ADVERTISING RATES

The *In Gear* is the official publication for the California Four Wheel Drive Association, Inc. It is published every other month in a glossy magazine format. We have a circulation of 10,000 to our members and off-road businesses in California and adjacent states.

Several discount packages are available — just ask!

### EDITORIAL CALENDAR:

ISSUE	DEADLINE	DELIVERY
February/March	January 1	End of January
April/May	March 1	End of March
June/July	May 1	End of May
August/Sept.	July 1	End of July
Oct./Nov.	September 1	End of Sept.
Dec./Jan.	November 1	End of Nov.

### PRODUCTION SPECS:

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

### CONTACT:

Suzy Johnson  
(866) 806-0110  
editor@ingear4x4.com  
<https://cal4wheel.com>

### \$35 Gearbox Directory

2.24" wide x 1" high

### \$75 Business Card

2.24" wide x 1.3" high

### \$125 1/8 Page

Vertical - 2.24" wide x 2.5" high

Horizontal - 4.65" wide x 1.2" high

### \$260 1/4 Page

3.4479" wide x 4.75" high

### \$350 1/3 Page

No Bleed - 7.0625" wide x 3.3" high

Horizontal Bleed (.25") - 8.5625" wide x 3.3" high

### \$500 1/2 Page

No Bleed - 7.0625" wide x 5" high

Bleed (.25") - 8.5625" wide x 5.5" high

### \$800 Full Page

No Bleed - 7.0625" wide x 9.375" high

Bleed (.25") - 8.5625" wide x 10.75" high

### \$900 Cover

No Bleed - 7.0625" wide x 9.375" high

Bleed (.25") - 8.5625" wide x 10.75" high

**About Cal4Wheel:** The California Four Wheel Drive Association, Inc. (founded in 1959) is a non-profit organization comprised of member clubs, individuals and business firms, united in a common objective — the betterment of vehicle-oriented outdoor recreation.

We represent four-wheelers, hunters, fishermen, and other outdoor recreationalists. Ours is the largest organization of its type in California.

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

# in gear

**Full page without bleed**  
7.0625" w x 9.375" h

## Advertising Specifications

**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

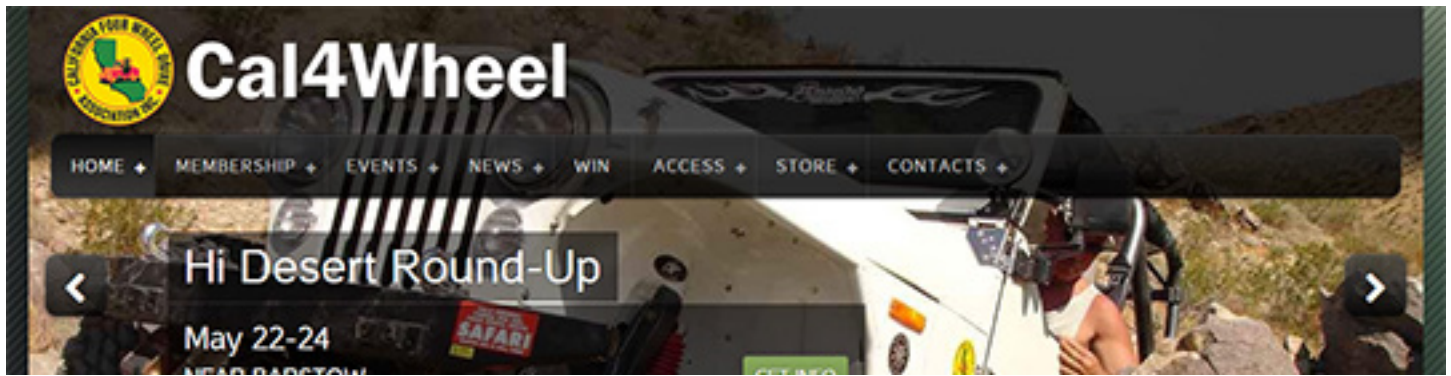
**1/2 page  
with bleed**  
8.5625" w x 5.5" h

**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 Cal4Wheel 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

#### CONTACT INFO

**Suzu Johnson, Editor / (866) 806-0110 / [editor@ingear4x4.com](mailto:editor@ingear4x4.com)**

4551 S. Paseo Don Rolando, Tucson, AZ 85746

<https://cal4wheel.com/advertising>





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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 \_\_\_\_\_ Ending \_\_\_\_\_ Rate \$ \_\_\_\_\_ /per insertion  
(month/year) (month/year)

**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.

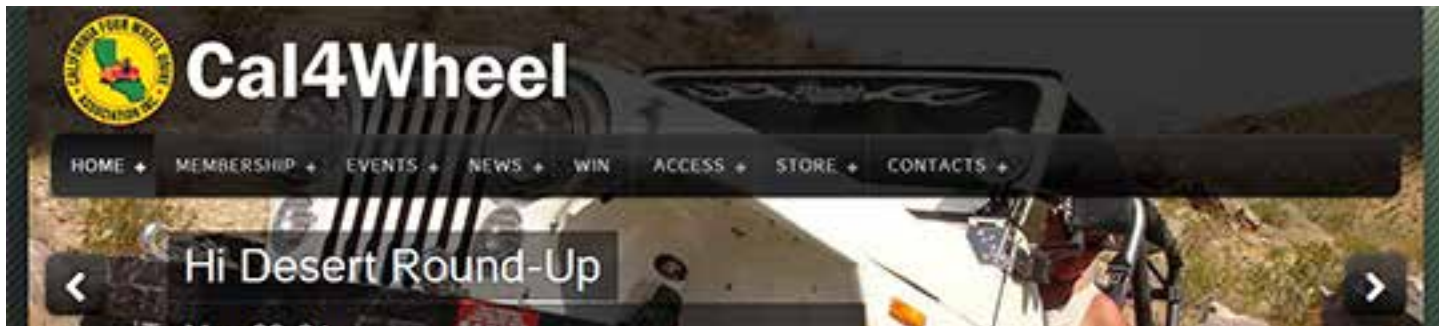
**CANCELLATION:** The advertiser agrees to pay the highest fee for all issues covered by this contract if any payment is sent after the payment date or upon advertiser's cancellation of this agreement. Non-payment will result in cancellation of contract and removal of advertisement.

Approved (signed) \_\_\_\_\_ Date \_\_\_\_\_

By (print) \_\_\_\_\_

### MAILING INSTRUCTIONS:

Send contract/insertion order and ad copy to:  
In Gear  
Suzy Johnson, Editor  
4551 S. Paseo Don Rolando  
Tucson, AZ 85746  
866-806-0110 / Fax 866-888-2465  
editor@ingear4x4.com



## Web Banner Contract / Insertion Order

Name of Advertiser \_\_\_\_\_  
Business Owner \_\_\_\_\_ Contact Person \_\_\_\_\_  
Billing Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_  
Banner link \_\_\_\_\_  
Size of Banner \_\_\_\_\_ Starting \_\_\_\_\_ Ending \_\_\_\_\_ Rate \$ \_\_\_\_\_ /per month  
(month/year) (month/year)  
 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:  
In Gear  
Suzy Johnson, Editor  
4551 S. Paseo Don Rolando  
Tucson, AZ 85746  
866-806-0110 / Fax 866-888-2465  
webmaster@cal4wheel.com