



2021 Media Planner

California MBA publications:

Reaching your target

Your company will be able to **efficiently maximize your marketing dollars, influence current and prospective clients** through California MBA's uniquely targeted advertising program which offers:

Year-round exposure –

to the real estate financial marketplace via print and digital media

Readers purchasing power –

finance billions of dollars in property sales annually and spend billion + annually on products and services

Special discount packages –

which includes "FREE" ads for advertisers who participate in multiple California MBA publications

Frequency, brand recognition or target market –

Optimize your marketing through - *one or many* - California MBA promotion platforms:

California Mortgage Finance News

California Mortgage Bankers Association publications - distribution, 2,500 to 15,000 per issue

California MBA | www.CMBA.com

The California Mortgage Bankers Association serves to represent the residential and commercial real estate finance industry before all governing bodies. California MBA encourages and promotes sound business practices and honesty in marketing, origination, lending and servicing of mortgage loans through our educational and networking opportunities.

For advertising questions / reservations: (530) 642-0111 / granger@cwo.com

ADVERTISING OPPORTUNITIES

PRINT ADS

California MBA produces a unique print publication to promote your business in 2021.



All issues offer full color or black/white ads.

■ ***California Mortgage Finance News (CMFN)*** is published 3-times a year: Spring, Summer, and Fall. Each issue has approximately 52-60 pages, a featured theme, and all issues contain informative articles that educate and benefit residential and commercial/multi-family real estate finance readers. Print distribution is 2,500, electronic distribution is 15,000 per issue!

**BONUS onsite Distribution for each issue!*

*Note: onsite distribution for most issues (*live events only)*

SPRING: Mortgage Innovators Conference (virtual only)- May 2021

***SUMMER:** 49th Annual Western Secondary Market Conference - August 2021
and the 24rd Annual Western States CREF Conference - ARIA Las Vegas Resort & Casino September 2021

***FALL:** Legal Issues & Regulatory Compliance Conference - December 2021

Mobile device viewing!

California Mortgage Finance News is also viewable on all MOBILE devices! Your ads will link to your website!

AD RATES - Prices reflect per issue rate

NOTE: All Rates are California MBA Member-only rates. Non-members, add 15%.

CALIFORNIA MORTGAGE FINANCE NEWS

Ad Size (1X) (3X)*

All rates are for black and white ads. Ads must run within 12 months. - For full color ads, see fee below.

All ads will be featured in the print and digital versions (NOW viewable on mobile devices) of the publications.

Your ad in the digital version will also link to your website!

Full page	\$759	577
½ page	\$460	345
1/3 page	\$335	252

***3X rate gives you a 25% discount off the 1x rate per issue!**

COLOR CHARGES – Add to the applicable rates above for each insertion: \$100 for full pg., \$75 for 1/2 pg., and \$50 for 1/3 pg.

COVERS / PREMIUM POSITIONS

COVERS: Cover position are 15% more than the standard rate. Please contact us for availability.

MECHANICAL REQUIREMENTS

California Mortgage Finance News magazine

Publication Trim Size 8-1/2 x 11

Dimensions Size (Width x Height)

Full page	7.5" x 9.75"
Full page with bleed (add 0.125 on all edges to the following trim size).....	8.5" x 11"
1/2 horizontal	7.5" x 4.75"
1/2 vertical	4.875" x 9.75"
1/3 vertical	2.25 x 9.75"

PRODUCTION REQUIREMENTS

- Artwork must match the dimensions shown.
- Print ads should be sent as a PDF file at 300dpi. All fonts and graphics should be embedded in the PDF.
- If needed, please ask about other accepted formats.
- Please provide the URL for your ad to link to your website

2021 THEMES AND DEADLINES

CALIFORNIA MORTGAGE FINANCE NEWS

**See bonus distribution on page 2*

*Spring 2021- Article submission: Feb 26

Theme: Residential Origination

Space reservation: March 1, 2021

Artwork deadline: March 15, 2021

Published: Week of April 12, 2021

*Summer 2021- Article submission: May 28

Theme: Commercial / Multi-family

Space reservation: June 14, 2021

Artwork deadline: June 23, 2021

Published: Week of July 19, 2021

*Fall 2021- Article submission: September 27

Theme: Advocacy/Legal/Regulatory

Space reservation: October 1, 2021

Artwork deadline: October 12, 2021

Published: Week of November 15, 2021

PAYMENTS

The California Mortgage Bankers Association will email an invoice upon ad confirmation. Payment can be made by check or credit card: MasterCard, VISA or American Express. For insertions in more than one issue, you can pay per issue or for the full contract. All payments will be payable to California MBA. A copy of the issue will be sent to the advertiser's address(es) provided.

Approval: Acceptance of advertising is subject to approval by publisher.

SUBMISSION METHODS

Please submit contracts, insertion orders, confirmations and artwork to:

Diana Granger

Publishers advertising representative

granger@cwo.com

(530) 642-0111 • (530) 622-6033 FAX

1347 Martin Lane, Placerville, CA 95667

ADVERTISING CONTRACT & INSERTION ORDER



CaliforniaMBA
Advocacy. Education. Connection.

DATE: _____

THE California Mortgage Bankers Association is authorized to insert advertising for:
YOUR COMPANY NAME

as specified below and in accordance with the rates and terms of the 2021 RATE CARD. For a frequency discount, specify the number of insertions to be contracted for and placed within one year of the starting issue.

SPECIFICATIONS: Number of PRINT AD Insertions: _____ Starting Issue: _____

Comments: _____

California Mortgage Finance News

Check the ad size for each

MORTGAGE FINANCE—Spring

MORTGAGE FINANCE—Summer

MORTGAGE FINANCE—Fall

LEGISLATIVE GUIDE (NOT AVAILABLE 2021)

Member of California MBA? Yes No

Cover(s)	Full	1/2	1/3	Ad Cost
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

PRINT AD TOTAL \$ _____

Agreed to by: Advertiser _____

Contact _____

Signature _____

**Billing Address _____

City _____ State _____ Zip _____

Phone () _____

E-Mail _____

Website (URL) _____

CREDIT CARD BILLING information

If paying by credit card:

**Credit Card Billing information: Visa MasterCard Amex

CC #: _____

Exp: _____ CVC #: _____

Name on Card: _____

Approved by: : _____

AD DETAILS

Color or B/W **1/2 page**
 4-Color horizontal
 Black & White vertical

Please Specify

- Electronic artwork will be supplied as specified
- Pick up previous artwork

CONTRACT & ARTWORK SUBMISSION

Please submit contracts, insertion orders, confirmations and artwork to:

Diana Granger - Publisher's Advertising Rep
granger@cwo.com
PHONE: (530) 642-0111
FAX: (530) 622-6033

This is a legally binding contract. In signing, the advertiser agrees to abide by the contract and fulfill their obligation to pay California MBA for all insertions on this contract. Multiple insertions can be paid individually with each issue. Proof of insertion will be provided to the advertiser. Publisher reserves the right to hold advertisers and their advertising agencies responsible for all charges and costs. The advertiser and advertising agency agree to indemnify and hold the publisher and their representatives harmless from any liability by reason of the content of the advertising herein contracted for, including both text and illustration in addition to delays in delivery and/or nondelivery. Artwork changes will be accepted until the closing date; thereafter, previous artwork will be inserted. All advertising is subject to the publisher's approval. If more or fewer ads are used than specified in this order, adjustments will be made based on the current rates. No cash refunds will be made. Forwarding of an order is acceptance of all rates and conditions in effect at the time of receipt of the order.