

# Central California Life magazine

Telling Stories from California's Heartland.



CenCaliLife

2017 Media Kit



## **About Us- Our Mission and Vision**

If the United States is the melting pot of world, then the Central Valley in California is the center point of that melting pot! As such, we are blessed with such a diverse community and it is the mission of Cen Cali Life Magazine to spotlight what makes the Central Valley a unique and integral part of the Golden State. We focus on stories of the people who live, work and play here- artists and entrepreneurs, farmers, laborers and elected officials, educators and athletes, and so many others who call California's heartland "home."

We also provide comprehensive event listings, real estate information, restaurant reviews and arts and entertainment news. We are the only digital online magazine that covers the greater Central Valley as well as the Central Coast and count amongst our targeted readers those who live both within and outside this great region we call the Central San Joaquin Valley.

My commitment, as we transition to a more digital format, is to continue to offer to our reader's stories that are worth telling, in hopes that by sharing these words we will inspire to engage with and become more connected as a community.

In short, our mission and our vision is to connect the communities of the central valley and tell the stories that make up the challenges and opportunities that are relevant to the heartland of California.

## **PUBLISHER**

Karen Maroot  
karen@cencalilife.com

## **Has Cen Cali Life Magazine gone entirely digital? If so, why?**

This is a question often addressed by printed publications moving towards a digital platform. As readers, we love our glossy paper. The printed magazine offers a vital tactile experience. We can fold back the corner of a page to earmark our favorite article, cut out our favorite recipe, or favorite photo for safe keeping, or we can fan the magazines out upon a coffee table as if to say, "See, I am an informed person- I *do* actually read!"

But our reality is digital. We have become a society that is constantly tethered to our favorite digital device; and what do we do on those devices? Well, we read. We read everything that is on

that screen. and we also interact, and we search for information and post our thoughts, and we do it all in real time. Feedback is immediate. This is a powerful and compelling notion, one that we recognized as we made the decision to transition Cen Cali Life to a digital platform.

Besides the advantage of scale - publishing a print magazine requires overhead, timelines and deadlines and material costs that digital publishing has minimized. ***A print publication is always limited to the audience that can physically get their hands on the paper. As Cen Cali Life goes digital and connects with Facebook and other social media networks- its target audience is virtually without boundaries or borders.***

That said, it is our intent to offer our readers the best of both worlds; a weekly digital refresh of the events and stories of the Central Valley that our readers can comment upon in real time, as well as a digital social hub where events can be posted by our readers to help get the word out as to events happening in your community. ***This is about giving the reader or advertiser more options. As such, it is our intent to get the “printed” word out to our readers as well. So, look forward to a Cen Cali Life Magazine Supplement printed out and made available to our supporters and mailed directly to various zip codes in the greater Fresno/Clovis Area 3-4 times a year.***

So, the answer is both yes and no. We are looking forward to embracing a more digital interactive platform, but look forward to still providing our readers with an opportunity to flip through those glossy pages as well.

Happy Scrolling & Flipping!

Richard Melella,

**Marketing Director, Central California Life Magazine**

RMelella@cencalilife.com



# WHY CEN CALI LIFE?

**Congratulations, you've taken the first step to advertising in digital and print media!** We're excited for you and your business and the positive impact this will have. We could take time to tell you how well hybrid magazines engage readers and influence their purchase behavior, or that consumers trust magazine advertisements more than other forms of media, but we don't want to share information you already know. **We want to share why you should choose Central California Life magazine!**

## HERE ARE THE TOP FOUR REASONS:

- 1. We tell the stories of California's heartland.** Our digital and print stories are about the people who live, work and play here; artists and entrepreneurs, farmers, real estate agents, elected officials, educators and athletes, white collar and blue and so many others who call Central California "home."
- 2. We cover a range of topics.** The diversity of Central California is part of its charm. That is why we highlight an array of subjects, including the area's local businesses, dynamic arts, theater and entertainment scene, top notch restaurants, world-renowned destinations, its rich history and tapestry of cultures.
- 3. We're about quality.** We love what we do and work hard to bring readers stories that inform and inspire them; as well as providing an online community calendar that reflects the events in our Central Valley. Regardless of media content- print or digital- we love telling stories and telling them well.
- 4. We're part of the community.** At Cen Cali Life, it's about more than what is in the pages of the magazine; it's also about being part of the community. That is why you will find us at events for local charities and local businesses. We want to do our part to help our community grow and flourish.

**The hybrid magazine advantage:** Because our mission is to be a part of the community, our interaction with our readers goes beyond a traditional print magazine. We interact and engage our readers via social media, giving our readers the ability to post photos and comments immediately for community sharing and our community content engine allows our advertisers to edit and update their advertising in real-time.

## WHY ADVERTISE WITH CENTRAL CALIFORNIA LIFE?

***Below are some key facts that our advertisers should know about the power, reach, effectiveness, and the potential return on investment (ROI) of an advertising campaign within a dynamic local digital and print magazine such as Central California Life:***

### HYBRID MAGAZINE READERSHIP IS INCREASING

Digital and Print Magazine audiences are growing faster than television and newspapers across all age groups. Online magazines that utilize supported print supplements targeting selected markets are now experiencing a boom like never before.

### CROSS PLATFORM MAGAZINE MEDIA ENGAGES READERS

Cross platform Magazines score significantly higher than television in key engagement areas including ad receptivity, trustworthiness, life enhancing characteristics, social interactivity, and inspirational attributes. When consumers read and engage with digital magazines and supported print issues, they are less likely to engage in other media or succumb to outside distractions.

### CONSUMERS VALUE AND TRUST MAGAZINE ADVERTISEMENTS

Consumers show a more positive attitude toward magazine advertisements than advertisements framed within other media. They consider magazine advertising "more helpful and interesting" than ads in electronic media including television, e-mail, or website banner ads. Even young consumers feel that magazine advertising is more useful, credible, and consider it less repetitive and "inconvenient."

### CROSS PLATFORM MAGAZINES BUILD GIVE THE CLIENT MORE OPTIONS AND MORE ENGAGEMENT

Digital Magazines reach social net-workers, whom marketers increasingly favor to generate word of mouth. While print Magazines lead other media in influencing consumers to start a search Online, once Online the digital platform can link the consumer to the client's website in real time. Engagement is immediate. Advertising on the Internet is much more cost-efficient than using traditional mass market and niche media. Internet ads can be viewed by an unlimited number of people while being displayed all day and night, while television or radio ads generally last less than two minutes and are shown a limited number of times per day.\*

source: smallbusiness.cron.com

### SUPPLEMENTAL PRINT CIRCULATION\*

Estimated Print Readership 54,000-108,000\*

Total Printed Copies 12,000-24,000

\* Bonus Circulation: Free Digital Editions of our print supplement also available at [www.cencalilife.com](http://www.cencalilife.com) based on direct mail drops within selected zip codes 4x a year

### DEMOGRAPHIC

Our Online digital magazine serves up a daily dose of intriguing editorial, updated events and posts affecting the greater Fresno Area and the greater Central Valley. The target audience are primarily adults 20 + who live in the area and who are engaged in an active lifestyle and have Online access. Our Printed Supplement will focus on the compelling stories that shape our community and will be issued 4 times a year.

### PRINT DISTRIBUTION

Selected Zip Codes within the Community  
Accounting Firms  
Automotive Sales and Repair Centers  
Community Benefit Organizations  
Educational and Training Centers Hotels  
Legal Offices  
Medical and Dental Offices  
Retail Outlets  
Restaurants  
Spas and Beauty Salons  
and Other Local Businesses

## OUR MISSION

It is the mission of Central California Life Magazine to spotlight what makes the Central Valley a unique and integral part of the Golden State. We focus on stories of the people who live, work and play here- artists and entrepreneurs, farmers, laborers and elected officials, educators and athletes, and so many others who call California's heartland "home." We also provide comprehensive event listings, real estate information, restaurant reviews and arts and entertainment news. Our commitment, as we transition to a more digital format, is to continue to offer to our reader's stories that are worth telling, in hopes that by sharing these words we will inspire to engage with and become more connected as a community. In short, our mission and our vision is to connect the communities of the central valley and tell the stories that make up the challenges and opportunities that are relevant to the heartland of California.

Karen Maroot  
Publisher

Richard Melella  
Editorial and Marketing Director

## 2017 SUPPLEMENTAL TIMELINE

### Well-Being

### Food & Wine/Holidays

April/May

Aug/Sept

Nov/Dec

## Local Spotlight

### PLUS REGULAR ONLINE FEATURES UPDATED WEEKLY ON

- ▶ Fitness
- ▶ Health & Wellness
- ▶ Fashion & Beauty
- ▶ Stories from our city and surrounding communities
- ▶ Entertainment
- ▶ The Social Scene
- ▶ Events
- ▶ Food and Drinks
- ▶ Real Estate
- ▶ Pets
- ▶ Community Benefit Organizations
- ▶ Book Reviews
- ▶ Arts & Music
- ▶ Sports
- ▶ Revitalization
- ▶ Local Government

## THE IMPORTANT DIFFERENCE

***CCLM is different than other local digital and print publications in many ways:***

1. Our editorial content will be determined by community interest.
2. We will not shy away from mentioning local businesses in our editorial when relevant because we recognize the vital role that they play in the Fresno community.
3. To encourage community involvement, we have adopted an open editorial policy wherein anyone can submit an article or suggest an idea on a subject that may be of interest to our readers.
4. We strive for our editorial to be lighthearted, and at times humorous, yet also bold enough to tackle serious local issues that other publications may choose to avoid.
5. Our editorial will include a wide array of subjects including people, places, local business, community benefits organizations, style, beauty, history, health, food, art, entertainment, music, events, culture, and just about any other issue that captures the interests of the entire community.
6. Advertising content can be updated directly by our clients thus minimizing downtime and optimizing change as needed.



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## CenCaliLife

## Broadstreet & Locable's Community Content Engine for CenCaliLife Magazine Sponsors

Broadstreet, a unique ad server built for local publishers, comes fully integrated in Locable's Community Content Engine.

The pages that follow, outline how to leverage Broadstreet's unique ad formats to stand out from the competition and make more money for your sponsors in support of their CenCali Advertising Options.

## EMCEE Beats Mixer Ad

Display your latest Facebook/Twitter posts automatically on the side of our website. The feed grabs the latest post from your page every hour!

Join / Login

Tip? Advertise Your Business

Events & Businesses

PRAIRIEFEST

Fri 16 Sat 17 Sun 18 Mon 19

### Dinner and a Movie Package

09/13/2016  
03:00PM

al evening of  
with your sweetheart  
night at the Holid...

ter's Club

1:30PM  
Writers group is  
the idea of helping writers

(Click to Collapse)

View More

### Around Oswego Events and happenings around town

#### Oswego Chamber of Commerce

Posted via facebook 1 hour ago



The Annual President Reagan Day Dinner is being held on Thursday, October 27th. Tickets: \$50.00. Sponsorship Opportunities: \$100.00. The dinner will be held at the Oswego Chamber of Commerce. The poster includes a list of sponsors and a registration form.

#### Village of Oswego Police, IL

Posted via facebook 2 hours ago

Traffic Alert - Brew at the Bridge - Saturday, September 17 Oswego Police are reminding the public to expect increased traffic congestion a...

Perfect for those with active social media profiles that want to increase the reach of their posts.

**Did You Know**  
The average Facebook post reaches only 2% of your fans?

### Around Oswego Events and happenings around town



#### Oswego Chamber of Commerce

Posted via facebook 1 hour ago



Create an ad from a public Facebook page or Twitter account.

This ad automatically pulls in the latest post once per hour.

It displays the photo, caption, and optionally, comments and like information on the post.\*



### Rook Coffee

So proud of our coffee/beer collaboration with Kane Brewing Company's Morning Bell.  
#rookcoffee #morningbell  
<http://www.mensjournal.com/expert-advice/the-101-best-beers-in-america-20150325/new-jersey-morning-bell-w200524>

## Don't have a Twitter or Facebook Page?



Send in text and picture messages from any phone and they'll appear in the ad within 20 minutes.

\*The Facebook page *must* have its age restrictions set to 13+ and have no country restriction. It only pulls in posts by the admin of the page, but will pull in comments by other users.

An ad format specifically for real estate agents selling property (although it could be used for other purposes).


It displays a real estate company logo, an agent's name, photo, and a place for images and details of their listing.

Could also be used for contractors showing off completed jobs, apartment listings, hotel reservations and many others.



[< Last](#)[1 of 2](#)[Next >](#)

Open House!



**Parker Loren**  
Work: 732-555-1903  
[parker.loren@sothebysrealty.com](mailto:parker.loren@sothebysrealty.com)  
Cell: 732-555-1902

### Did You Know?

This ad is editable so agents can update it at any time to highlight the latest open house or listing.

## Ad of the Day Ad



Just like a standard banner ad, but you can specify different ads/links for different days of the week.

Perfect for restaurants with daily specials!

## The List/Table Ad

| Broadstreet Cinema Movie Times |        |          |
|--------------------------------|--------|----------|
| Movie                          | Rating | Showtime |
| Frozen                         | G      | 1:00 PM  |
| Toy Story 3                    | PG     | 3:00 PM  |
| Inception                      | PG     | 5:00 PM  |
| Click to see more ...          |        |          |

Easily list movie show times, restaurant menus, sports schedules, event schedules, and more.

Very flexible and available for many uses.

\*\*\*No Designer Needed\*\*\*

## Featured Post Promotion Ad



### WHAT'S FOR LUNCH? A SONNY'S SANDWICH - Red Bank Green

SEA BRIGHT: Newly opened Sonny's Sandwich Shop gets a What's For Lunch visit from PieHole.

Want to further promote a sponsored post or perhaps a piece of evergreen content? We'll pull in the image, title, and description of any article\* and turn it into an ad automatically.

*\*This requires that your site implements Open Graph tags (most website, especially WordPress websites do).*

## The Countdown Ad



**18 hours, and 22  
minutes**

**Grand opening! Come down to 10th Ave Burrito  
for free margaritas and unlimited tacos on  
November 17th!**

Display a customizable and human-readable countdown, such as "7 days, 3 hours, and 10 minutes," which updates automatically.

Great for a countdown to a big event, end of a sale or grand opening!

\*\*\*No Designer Needed\*\*\*



## Before & After Ad



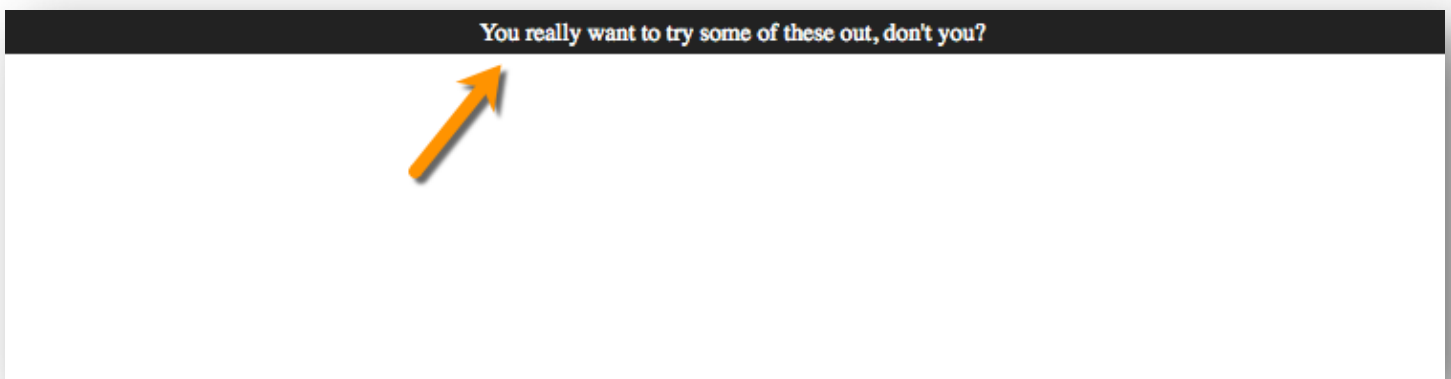
\*\*\*No Designer Needed\*\*\*

This is your classic Before & After ad. All you really need is a before picture and after picture. You can optionally supply a logo and additional text.

Useful for contractors, landscapers, dentists, and anyone else who benefits from pictures, which really tell the story and deliver impact.

## The Top Ribbon Ad

A ribbon across the top of the page with a message inside it. Useful for announcements and special sponsors.



\*\*\*No Designer Needed\*\*\*



# D I G I T A L   O P P O R T U N I T I E S

Proud Member of the Locable Publisher Network



## What do we mean by digital opportunities?

Digital gives you the ability to **enhance and extend** what you already do in print in some very interesting and coordinated ways by leveraging:

- Banner Ads
- Email Campaigns
- Social Promotions (Contests)
- Paid Placements & Sponsored Content (Native Advertising)
- Premium Directory Listings & Featured Events
- Facebook Campaigns
- And More

## Why You Care

No better way to share your unique story with our community.

- ✓ Optimize for Search
- ✓ Maximize Reach
- ✓ Drive Engagement
- ✓ Build Relationships
- ✓ Gain More Customers

Ask us about our unique  
Community Sponsorship  
opportunity!

With **Digital Marketing** there are a lot of pieces to the puzzle that need to work together in harmony to avoid wasting time and energy. There's a lot of things you can do, but doing them in a coordinated way is critical to success. Put our brand, relationships and expertise to work for your business.

## Reach New Customers

More than 13,000 Facebook likes

Over 14,000 Facebook Followers

4,000 Pageviews

50,000 Ad Impressions

5,000 Avg. Facebook Reach per media blast

over 3,000 Cen Cali Website Visits monthly

Advertising Presence on a Cross-Platform Social  
Media Website

Both Print and Digital Outreach

"Cen Cali Life Magazine has really helped me maximize  
my advertising and marketing efforts"

Cathy Jason, A Senior Blessing

Think your business is too small to afford an  
advertising campaign that works?

**Think Again.** Contact us today to learn more!

**A Uniquely Engaging Experience  
that allows the client to customize  
and update their ads in real-time.**

The *Central California Life* experience has been intentionally crafted to  
be  
relevant, engaging and social media savvy.

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**Karen Maroot**

Publisher

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559-352-7439

**Richard Melella**

Advertising & Promotions

[Rmelella@cencalilife.com](mailto:Rmelella@cencalilife.com)

559-575-2995





## Types of Ads for Central California Life Magazine

The following Ad Campaign Samples can be viewed at these Locable hosted Digital Community Magazines

- [www.cencalilife.com](http://www.cencalilife.com)
- [www.herinhanover.com](http://www.herinhanover.com)
- [www.southlakestyle.com](http://www.southlakestyle.com)
- [www.mansfieldmagazine.com](http://www.mansfieldmagazine.com)
- [www.chestercounty.com](http://www.chestercounty.com)
- [www.sesquehannalife.com](http://www.sesquehannalife.com)

### Top Pushdown Ad. 175.00 per month.

This is an ad that is typically placed under the category menu tabs. It runs across the entire length of the top of web page. Ad is active and engagement is high. Multiple windows with various content can be developed and the click views can be ultimately linked to the clients' website.

### Sidebar Ads.

**Sidebar Ad.** Basic bread and butter ad for most websites. Typically, a 300 X 250 type ad (business card size- with basic information, logo, picture, address, phone number website address. For sidebar ads to be effective- they must provide a click through to the client's personal website. These ads typically will open in a separate tab on the browser. 150.00 per month.

**Simple Web Banner Ad-** typically just a company's logo with simple information- click through to company's website on the same tab- not a separate tab. 100.00 per month.

**Facebook Sidebar Ad-** this ad will click through to the clients Facebook Profile Site. 150.00 per month

**Snapshot Ads-** Half the size of a sidebar ad- click through to client's website in a separate window. 75.00 per month.

**Premium Sidebar Ads-** Social Media Ads, Countdown Ads, Real Estate Agent Ads 150.00-250.00 per month.

### The Community Sponsorship Ad. \$225.00 a month. Only Open to 10 Community Sponsors.

#### What is it?

An advertising package to promote local leaders or prestige vendors through a combination of sponsorships, directory listings, sponsored content and banner ads.

#### What's included?

Premium Directory Listing (featured listing) in each category window- these will click through to spotlight page that can be customized (pictures, bio, charts, etc.) for the client with a direct link to client's own website.

Recognition as a Cen Cali Life Community Sponsor. Company Logo prominently placed with a click through to the client's website.

A Snapshot Banner Ad

1 promoted Article each month on the company or relevant theme shared Facebook and Email if appropriate.

Unlimited featured events if applicable and one ¼ page print ad in the printed Cen Cali Life Print supplement that will be dropped directly to over 20,000 households.

### **Why it Works!**

It all starts with the promotion of the sponsorship on site. From there, the sponsored content serves to brand the business as the community expert or "go to" source while the snapshot ad helps with engagement activity to the client's website or a paying customer via a special offer promotion. Further promotions on Facebook and emails, if appropriate will further increase engagement. Cen Cali will also include the promotion article in their print supplement if applicable.

## Community Sponsors

Proudly brought to you by these community sponsors



*A Senior Blessing*  
ELDER CARE PLACEMENT

## Exclusive Opportunity for Local Leaders - Only 10 Spots Available!

COMMUNITY SPONSORS - There's no better way to share your unique story with our community.

- ✓ Optimize for Search
- ✓ Maximize Reach
- ✓ Drive Engagement
- ✓ Build Relationships
- ✓ Gain More Customers

### What's included?

- A **premium directory listing** which serves as home base for all your local marketing efforts
- **Recognition** as a community sponsor on every page of our site as shown above (logo with link to directory listing)
- A **snapshot banner ad** to highlight an offer with a call-to-action
- **1 promoted article\*** (paid placement) each month & **unlimited featured events** both of which will be highlighted on your listing

\*Up to one article per month will be posted to our site, shared on Facebook and included in an email blast. Content must be provided by the advertiser and is subject to our quality guidelines.

**Act Now to Secure Your Spot**

**\$225**

Per Month

Price Guaranteed with 12 Month Commitment

## \*PRINT AD RATES FOR CEN CALI LIFE FEATURES SUPPLEMENT

| Size          | 1x-2x | 3x-4x |
|---------------|-------|-------|
| Full Page     | 1200  | 1000  |
| 2/3 Page      | 1000  | 900   |
| 1/2 Page      | 650   | 550   |
| 1/3 Page      | 525   | 475   |
| 1/4 Page      | 425   | 350   |
| 2 Page Spread | 1900  | 1900  |

### PREMIUM POSITIONS

|                    |      |      |
|--------------------|------|------|
| Inside Front Cover | 2500 | 2000 |
| Page 3             | 2500 | 2000 |
| Inside Back Cover  | 2800 | 2200 |
| Back Cover         | 2800 | 2200 |

**\*The Central California Life Magazine Print Supplement is a 24 page glossy features supplement and will be mailed to specific zip codes throughout the community 3-4x a year. It will also be linked to our digital magazine website and all our social media networks.**

### SEND ALL PRINT ADS AND MATERIALS TO: [info@cencalilife.com](mailto:info@cencalilife.com)

**Camera-Ready File Formats:** PDF or EPS. All camera-ready artwork must be furnished in an electronic format and sent as high resolution (300 dpi) PDF or EPS file formats. All fonts should be embedded or converted to outlines. Send ads only in CMYK color mode. **Material Submissions for Display Ads or Advertorials:** All photos/graphics/logos to be included are to be sent high resolution (300dpi). The preferred format for photos/graphics/logos is JPEG, TIFF or EPS.

**To send files:** Please e-mail all artwork and/or materials to [info@cencalilife.com](mailto:info@cencalilife.com) if the file is smaller than 10 MB. For larger files, contact us. **ALL DIGITAL ADVERTORIALS unless otherwise pre-arranged, are provided by Broadstreet Advertising in cooperation with Central California Life Magazine.**

### PRINT DISPLAY AD SPECIFICATIONS

PUBLICATION TRIM SIZE: 8.375" X 10.5". Bleed = .125" on each side

For full-page ads with bleed please allow a minimum of .625" between all text and edge of bleed.

Please Note: ONLY the ad sizes and orientations shown below are available in CCLM and are depicted as width x height in all cases.

|  |   |   |  |  |
|--|---|---|--|--|
| <b>Two-page spread</b><br>(full bleed)<br>17" x 10.75" | <b>Full page</b><br>(full bleed)<br>8.625" x 10.75" | <b>Back Cover</b><br>(bleed three sides)<br>8.625" x 8.625" | <b>2/3 page</b><br>vertical<br>4.625" x 9.125" |  |
| <b>1/2 page</b><br>horizontal<br>7" x 4.5"             | <b>1/2 page</b><br>vertical<br>3.5" x 9.125"        | <b>1/4 page</b><br>3.375" x 4.5"                            | <b>1/3 page</b><br>vertical<br>2.25" x 9.125"  | <b>1/3 page</b><br>horizontal<br>7" x 2.875" |

### Print Advertising Provisions:

1. General: Central California Life Magazine (CCLM) is published by Central California Life Corp. and assumes all advertisements that have been accepted have been properly authorized by the advertiser and/or agency for publication in CCLM. The advertiser and/or agency jointly indemnify and hold CCLM, Valley Life Media LLC, and all of its representatives harmless from and against all claims, liabilities, lawsuits, actions, losses, damages, or expenses of any nature (including reasonable attorneys' fees and the costs of defense) arising out of any acts or omissions in connection with the advertisement published. This includes, without limitation, actions, claims or lawsuits for libel, violation of right of privacy, plagiarism, and copyright infringement.

2. Payment: The advertiser and/or agency agrees to pay advertisement in full at least 3 days prior to publication release. CCLM reserves the right to modify its rate card at any time.

3. Contract Cancellation: All cancellations must be received in writing no less than 30 days prior to the publication date. Upon cancellation by advertiser and/or agency for any reason, all frequency discounts that have not been earned are due immediately.

4. Rights: Advertising material produced by CCLM will remain the sole property of CCLM. Advertiser will accrue no rights thereto and will not use such advertising in any fashion without the consent of CCLM publishers. Artwork release fees may apply.

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CenCaliLife





**\*Proposed Run Dates and Themes for 2017 Print Supplement**  
**Central California Life Magazine**

- \*Spring Supplement: May 15 Well-Being/Home Theme
- \*Summer Supplement: Aug 14 Food and Wine Spotlight Theme
- \*Holiday Supplement: Nov 13 Community Holiday Theme

**Magazine Supplements to Include:**

- 2 -3 Local Spotlight Articles- Persons of Interest- related to theme
- Around Town Spotlight- Story of Interest – related to theme
- Real Estate Spotlight
- To Your Health
- Community Events Calendar

*\*All Magazines Supplement Dates are subject to projected advertising buys. Print ad space purchased in advance for the Cen Cali Life Print Supplement and not placed due to supplement cancellation- will be refunded. All outsourced advertising materials due to Cen Cali Life 2 weeks prior to the schedule run print date of the supplement.*