

Advertising Policy

Rate Policy

Rates are based on frequency within a 12-month period from the first insertion.

Deadline is every 20th of the month for the next month publication.

Billing date for ad is on or before the 5th of the month following the first issue. (example: July issue advertising will be billed by July 5th). Account is past due on the 1st of the following month. (Example: July issue advertising is past due on August 1st.)

The SRAR may change the rates published in this document at any time. However, this increase will not apply to advertisements whose closing dates precede the announcement of increased rates.

Cancellations

No cancellations or changes in orders will be considered unless submitted to the SRAR in writing prior to the closing date. Cancellations or changes received after closing subject to penalty.

Contract & Copy Regulations

• Advertiser may not reserve position. Position will be on a first come first served basis.

• The SRAR reserves the right to reject or to cancel any advertisement at any time.

• Advertisers and advertising agencies shall assume liability for all content (including text, representation, and illustration) of advertisements printed, and shall also assume responsibility for any claims arising therefrom made against the SRAR.

• The SRAR shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the SRAR is contained if such failure is due to acts of God, acts of government or government instrumentality (whether federal, state or local), strikes, accidents, work stoppages, fire, or any other circumstances beyond the control of the SRAR.

• The word "advertisement," in not less than 7-point type, must be carried at the top of all advertisements that carry no signature or simulate editorial material. The advertiser will be charged for alterations and corrections.

• Since editorial requirements change as issue production progresses, SRAR cannot guarantee fixed positioning.

• SRAR is not responsible for errors in printing code numbers.

• Advertising materials will be stored by the SRAR for 12 months and then destroyed, unless otherwise requested.

• SRAR will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in this rate card.

• Repeat ads (pick-up ads) -- the most recent advertisement will be picked up unless otherwise indicated on insertion order.

Payment Policy

Display Ads

Payment is due within 30 days of date of invoice. No cash discount is given. SRAR shall have the right to require payment for advertising upon such terms as SRAR sees fit, prior to publication of any ordered advertisement.

In the event of non-payment, SRAR reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Classified Advertising

Pre-payment is required on all advertising which must be received for each ad by the issue closing date. Payment may be by check payable to the SRAR, or by credit card.

Display Advertising Mechanical Requirements

Digital advertisements are accepted in PC format (InDesign, Photoshop, Illustrator) with all supporting files (images & fonts), or you may supply the ad as a high-resolution PDF (PDFx1a). PageMaker and Freehand files are not accepted.

Ads can be submitted on CD or e-mailed to printshop@srar.com. No hard copy will be accepted.

Proofs or hard copy must be supplied for all ads. PDFs are acceptable as long as color is not critical.

Display ads should employ line screens no finer than 120. Material should be prepared allowing for approximately 30% gain on press. Any screen that will not be acceptable if printed as a solid should be held below 85%.

REALTOR® Report is printed in 4-color process (CMYK). PMS colors will be converted to their 4-color equivalent.