

# REALTOR® Report Display Ad Rates

## Display Advertising Mechanical Requirements

Digital advertisements (for printed version only) 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, Microsoft Word or Freehand files **will NOT be accepted**.

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

Proofs or hard copy sample 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). All colors MUST be in process CMYK. SRAR is not responsible for missing portions of ads due to customer design error.

### **\*\*PLEASE NOTE\*\***

### **AD SPACE IS LIMITED.**

Ads are taken on a first come first served basis.

The Advertising and Editorial policy of REALTOR® Report is to refuse any material which directly or by inference suggests that any offer of employment, housing or services, will in any way discriminate against any person or class of persons based on race, religious creed, color, national origin, ancestry, physical handicap, medical condition, marital status, sex, age, sexual orientation, or any other protected class.

The Southland Regional Association of REALTORS® reserves the right to accept or reject all advertising.

ADS PLACED THROUGH AD AGENCIES MUST BE PAID UPON RECEIPT AND DO NOT QUALIFY FOR MEMBER DISCOUNT RATE. MEMBERS MUST PLACE THEIR ADS DIRECTLY WITH THE SRAR TO RECEIVE MEMBER DISCOUNT RATE AND BILLING PRIVILEGE. NO TEAR SHEETS SUPPLIED.

Advertisers and advertising agencies assume liability for all contents of advertisements printed and for any claims on the Southland Regional Association of REALTORS® arising therefrom.

Advertisers and advertising agencies agree that the Southland Regional Association of REALTORS® shall be under no liability whatsoever by reason of any error or omission for which the REALTOR® REPORT may be responsible in any advertisement beyond the cost of the space actually occupied by the error.

Billing date for monthly rate ads 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).

**DEADLINE FOR DISPLAY ADS IS THE 30th OF THE PREVIOUS MONTH**

### Member Rates

#### Color Ads

1/3	4 3/8" x 5" or 2 3/8" x 9" .....	\$520
1/6	2 3/8" x 4 3/8" .....	\$320
Inside Front Cover..	7 1/2" x 10" .....	\$800
Inside Back Cover..	7 1/2" x 10" .....	\$750

#### \*\*Article Ads (Interspersed)

1/6	2 3/8" x 4 3/8" .....	\$360
1/3	4 3/8" x 5" or 2 3/8" x 9" .....	\$580
Full pg	7.5" x 10" .....	\$650

#### Black & White

1/3	5" x 4 3/8" or 2 3/8" x 9" .....	\$360
1/6	2 3/8" x 4 3/8" .....	\$200

#### \*\*Article Ads (Interspersed)

1/6	2 3/8" x 4 3/8" .....	\$240
1/3	4 3/8" x 5" or 2 3/8" x 9" .....	\$420

### Non-Member Rates

#### Color Ads

1/3	5" x 4 3/8" or 2 3/8" x 9" .....	\$640
1/6	2 3/8" x 4 3/8" .....	\$400
Inside Front Cover..	7 1/2" x 9" .....	\$1,000
Inside Back Cover..	7 1/2" x 9" .....	\$900

#### \*\*Article Ads (Interspersed)

1/3	4/8" x 5" or 2 3/8" x 9" .....	\$700
1/6	2 3/8" x 4 3/8" .....	\$440
Full pg	7.5" x 10" .....	\$800

#### Black & White

1/3	5" x 4 3/8" or 2 3/8" x 9" .....	\$440
1/6	2 3/8" x 4 3/8" .....	\$280

#### \*\*Article Ads (Interspersed)

1/6	2 3/8" x 4 3/8" .....	\$320
1/3	4 3/8" x 5" or 2 3/8" x 9" .....	\$500

### Display Ad Artwork

\$70

### Classified Ad

Members*	.....	\$2 per line
Non-Members*	.....	\$2.50 per line
Box Around the Ad	.....	Additional \$3*
Color Background	.....	Additional \$4*
Box and Background	.....	Additional \$6*

\*\*PLACEMENT OF INTERSPERSED ADS IS AT THE DISCRETION OF THE SRAR ART DEPARTMENT

# ADVERTISING RATES & SPECIFICATIONS

**\*\*RATES PRICED ON A MONTHLY BASIS**

**BACK DISPLAY AD SECTION**

**1/3 Vertical**  
Size: 2 3/8" x 9"

**Black & White Ads:**  
Member Rates: \$360 per month  
Non-Member Rates: \$440 per month

**Full Color Ads:**  
Member Rates: \$520 per month  
Non-Member Rates: \$640 per month

**Standard Artwork Rates:**  
\$70 per ad

**\*Article Ads (Interspersed)**

**Black & White Ads:**  
Member Rates: \$420 per month  
Non-Member Rates: \$500 per month

**Full Color Ads:**  
Member Rates: \$580 per month  
Non-Member Rates: \$700 per month

**BACK DISPLAY AD SECTION**

**1/3 Square**  
Size: 5" x 4 3/8"

**Black & White Ads:**  
Member Rates: \$360 per month  
Non-Member Rates: \$440 per month

**Full Color Ads:**  
Member Rates: \$520 per month  
Non-Member Rates: \$640 per month

**\*Article Ads (Interspersed)**

**1/3 Square**

**Black & White Ads:**  
Member Rates: \$420 per month  
Non-Member Rates: \$500 per month

**Full Color Ads:**  
Member Rates: \$580 per month  
Non-Member Rates: \$700 per month

**BACK DISPLAY AD SECTION**

**1/6 Page**  
Size: 2 3/8" x 4 3/8"

**Black & White Ads:**  
Member Rates: \$200 per month  
Non-Member Rates: \$280 per month

**Full Color Ads:**  
Member Rates: \$320 per month  
Non-Member Rates: \$400 per month

**\*Article Ads (Interspersed)**

**Black & White Ads:**  
Member Rates: \$240 per month  
Non-Member Rates: \$320 per month

**Full Color Ads:**  
Member Rates: \$360 per month  
Non-Member Rates: \$440 per month

**WEBSITE AD**

**File format:**  
PNG, GIF, JPG

Standard Artwork Rate for all Ads: \$70

\*Placement of interspersed ads is at the discretion of the SRAR art department

7 1/2"

Inside Front Cover

Full Page Ad

Size: 7 1/2" x 10"

Full Color Ads:

Members Rates: \$800 per month

Non-Member Rates: \$1,000 per month

Inside Back Cover

full Page ad

Size: 7 1/2" x 10"

Full Color Ads

Member Rates: \$750 per month

Non-Memer Rates: \$900 per month

Interspersed Ads

Full Page

7 1/2" x 10"

Members Rates: \$650 per month

Non-Members Rates: \$800 per month

# Advertising Policy

## Rate Policy

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

Deadline is every 30th 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.)

SRAR may change the rates published in this document at any time. However, any increases 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.

• 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.

• 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 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 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 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 made by check payable to SRAR, or by credit card.

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