

# ADVERTISING AGREEMENT FORM



**ADVERTISER CONTACT INFORMATION**      DATE: \_\_\_\_\_

AFFILIATE MEMBER NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_      EMAIL: \_\_\_\_\_

IS AN AGENCY DESIGNING YOUR AD?      YES      NO

ARTWORK CONTACT: \_\_\_\_\_  
(If different from above)

ART CONTACT PHONE: \_\_\_\_\_      EMAIL: \_\_\_\_\_

## OPTION 1: MAGAZINE ONLY

AD SIZE	ISSUES	RATE <small>To be divided and invoiced per issue</small>	PREPAID RATE <small>To be prepaid in full with 10% discount</small>
<b>FULL PAGE</b>	1	\$1,270	----
	2	\$2,490	\$2,240
	3	\$3,710	\$3,340
	4	\$4,980	\$4,480
	5	\$6,200	\$5,580
	6	\$7,420	\$6,680
<b>HALF PAGE</b>	1	\$740	----
	2	\$1,430	\$1,285
	3	\$2,120	\$1,900
	4	\$2,860	\$2,575
	5	\$3,550	\$3,195
	6	\$4,240	\$3,815
<b>1/4 QUARTER PAGE</b>	1	\$420	----
	2	\$820	\$739
	3	\$1,170	\$1,050
	4	\$1,640	\$1,480
	5	\$1,990	\$1,790
	6	\$2,440	\$2,190

SPECIAL AD PLACEMENTS:	ISSUES	RATE <small>To be divided and invoiced per issue</small>	PREPAID RATE <small>To be prepaid in full with 10% discount</small>
<b>BACK COVER</b>	1	\$1,910	----
	2	\$3,710	\$3,340
	3	\$5,510	\$4,960
	4	\$7,420	\$6,680
	5	\$9,220	\$8,300
	6	\$11,130	\$10,020
<b>DOUBLE PAGE SPREAD*</b>	1	\$2,970	----
	2	\$5,940	\$5,340
	3	\$8,480	\$7,630
	4	\$11,870	\$10,680
	5	\$14,420	\$12,970
	6	\$15,900	\$14,310

### SELECT PREFERRED MAGAZINE ISSUES: (DEADLINES BELOW)

<b>January - February</b> Ad Deadline: December 1	<b>March - April</b> Ad Deadline: February 1
<b>May - June</b> Ad Deadline: April 3	<b>July - August</b> Ad Deadline: June 1
<b>September - October</b> Ad Deadline: August 1	<b>November - December</b> Ad Deadline: October 2

### OC REALTOR® MAGAZINE AD SIZES & SPECS:

<b>DOUBLE PAGE SPREAD</b> 10.875 X 16.75	<b>FULL PAGE</b> 8.375 X 10.875	<b>HALF PAGE</b> 3.75 X 10.25	<b>QUARTER PAGE</b> 3.75 X 4.75
<b>1/8" BLEED</b> 11.125 X 17	<b>1/8" BLEED</b> 8.625 X 11.125	<b>NO BLEED</b>	<b>NO BLEED</b>

## OPTION 2: RESOURCE GUIDE ONLY

### ANNUAL PRICING FOR THE RESOURCE GUIDES Deadline is January 31.

Pricing includes 2 print editions for the year.

	Full Page	Back Page	Half Page	Quarter Page
<b>ADVERTISERS</b>	\$1680	\$2760	\$850	\$425
<b>GRAPHIC DESIGN</b> (optional)	\$200	\$200	\$125	\$60

Includes only 2 Revisions

### RESOURCE GUIDE AD SIZES & SPECS:

<b>QTR. PAGE</b> 3.8 X 2.125	<b>HALF PAGE</b> 3.8 X 5.25	<b>FULL PAGE</b> 3.8 X 10.6
<b>NO BLEED</b>	<b>NO BLEED</b>	<b>1/8" BLEED</b> 4.5 X 11.25

-CONTINUED ON NEXT PAGE-

## PAYMENT INFORMATION

CHECK ENCLOSED  
(payable to Orange County REALTORS®)

-or-

AMEX

DISCOVER

MC

VISA

AMOUNT DUE: \_\_\_\_\_

CREDIT  
CARD #:

EXP.  
DATE:

/

SECURITY CODE  
(BACK OF CARD):

3 OR 4 DIGITS  
(AMEX ON FRONT)

BILLING CONTACT: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

CARDHOLDER SIGNATURE: \_\_\_\_\_

## ARTWORK REQUIREMENTS

- File formats accepted: JPEG / PDF at 300 dpi resolution, flattened, camera-ready, and built to exact dimensions.
- We cannot accept ads in PowerPoint, PageMaker or Word Documents.
- We recommend that you DO NOT use web-resolution (72 dpi) images in your ad.
- Ads must be received by the deadline(s) listed. (See ad deadlines)
- In the absence of new art, we will rerun the previous ad.
- You are responsible for notifying Orange County REALTORS® of any ad revision on or before the deadline(s) (See ad deadlines)
- For ad questions and to submit artwork, contact Ivan Salmeron at [ivan@occrealtors.org](mailto:ivan@occrealtors.org).

## ADVERTISING TERMS

- Advertisers must be an Orange County REALTORS® Affiliate Member in Good Standing.
- Ads are payable within 30 days of the signed date of this agreement.
- Any ad for which payment has not been received within 30 days of the signed date of this agreement, will not be included in the publication(s).
- All ads must have a current year, signed agreement before they will be published.
- Orange County REALTORS® reserves the right to reject any advertisement and refund any money paid for that advertisement. Orange County REALTORS® reserves the right to place the word "advertisement" on copy that, in its opinion, closely resembles editorial matter.
- No recruiting is allowed. Ads depicting any type of recruitment by the company, office, branch or agency will be rejected.
- Use of the term REALTOR® must conform to the National Association of REALTORS® (NAR) trademark policies. For guideline information visit: <http://www.realtor.org/logos-and-trademark-rules>.
- Any use of our name and/or logo(s) must be approved by Orange County REALTORS®. Use of our name includes but is not limited to OCAR, Orange County Association of REALTORS®, Orange County REALTORS® or OC REALTORS®.
- Rates are subject to change at any time.
- It is requested that a 30-day written notice be given for cancellation of advertisements.
- Rates for multiple issue contracts are already discounted from the 1-issue ad rate. However, a 10% discount will be offered to contracts which are paid in full prior to the first ad placement deadline (postmarks are not accepted).
- If you have paid in advance and cancel prior to the end of your agreement, you may request a refund of ads not placed; refund will take into account the non-discounted rate.
- If the individual Affiliate member changes companies during the period of this advertising agreement then ad space and any pre-payments will be assigned to whomever paid for the original ad(s) whether it be the individual or the company.
- Advertiser grants Orange County REALTORS® a limited license to use its name, logo, and / or creative images in the Orange County REALTOR®.

## REQUIRED SIGNATURES

I agree to the above terms and understand that verbal agreements regarding ad placements and terms are non-binding.

AUTHORIZED SIGNATURE / Contact Phone: \_\_\_\_\_ DATE: \_\_\_\_\_

AFFILIATE SIGNATURE / Contact Phone: \_\_\_\_\_ DATE: \_\_\_\_\_  
(If different from above)

SEND SIGNED CONTRACTS TO:

**BILLING CONTACT: BREANNA CRUZ**

25552 LA PAZ RD., LAGUNA HILLS, CA, 92653  
P. (949) 586-6800 EXT. 124 • F. (949) 586-0382  
Email: [breanna@occrealtors.org](mailto:breanna@occrealtors.org)

**ARTWORK CONTACT: IVAN SALMERON**

25552 LA PAZ RD., LAGUNA HILLS, CA, 92653  
P. (949) 586-6800 EXT. 123 • F. (949) 586-0382  
Email: [ivan@occrealtors.org](mailto:ivan@occrealtors.org)