

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: _____

AD SIZE	ISSUES	RATE	
		To be divided and invoiced per issue	PREPAID RATE To be prepaid in full with 10% discount
FULL PAGE	1	<input type="checkbox"/> \$1,200	----
	2	<input type="checkbox"/> \$2,350	<input type="checkbox"/> \$2,115
	3	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$3,150
	4	<input type="checkbox"/> \$4,700	<input type="checkbox"/> \$4,230
	5	<input type="checkbox"/> \$5,850	<input type="checkbox"/> \$5,265
	6	<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$6,300
HALF PAGE	1	<input type="checkbox"/> \$700	----
	2	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,215
	3	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,800
	4	<input type="checkbox"/> \$2,700	<input type="checkbox"/> \$2,430
	5	<input type="checkbox"/> \$3,350	<input type="checkbox"/> \$3,015
	6	<input type="checkbox"/> \$4,000	<input type="checkbox"/> \$3,600
1/4 QUARTER PAGE	1	<input type="checkbox"/> \$400	----
	2	<input type="checkbox"/> \$775	<input type="checkbox"/> \$697.50
	3	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$990
	4	<input type="checkbox"/> \$1,550	<input type="checkbox"/> \$1,395
	5	<input type="checkbox"/> \$1,875	<input type="checkbox"/> \$1,687.50
	6	<input type="checkbox"/> \$2,300	<input type="checkbox"/> \$2,070
1/8 PAGE	1	<input type="checkbox"/> \$250	----
	2	<input type="checkbox"/> \$480	<input type="checkbox"/> \$432
	3	<input type="checkbox"/> \$700	<input type="checkbox"/> \$630
	4	<input type="checkbox"/> \$960	<input type="checkbox"/> \$864
	5	<input type="checkbox"/> \$1,180	<input type="checkbox"/> \$1,062
	6	<input type="checkbox"/> \$1,420	<input type="checkbox"/> \$1,278

SPECIAL AD PLACEMENTS*:

(Circle one)	1	<input type="checkbox"/> \$1,500	----
FRONT INSIDE COVER	2	<input type="checkbox"/> \$2,900	<input type="checkbox"/> \$2,610
	3	<input type="checkbox"/> \$4,200	<input type="checkbox"/> \$3,780
	PAGE 3	4	<input type="checkbox"/> \$5,800
BACK INSIDE COVER	5	<input type="checkbox"/> \$7,100	<input type="checkbox"/> \$6,390
	6	<input type="checkbox"/> \$8,700	<input type="checkbox"/> \$7,830
BACK COVER	1	<input type="checkbox"/> \$1,800	----
	2	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$3,150
	3	<input type="checkbox"/> \$5,200	<input type="checkbox"/> \$4,680
	4	<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$6,300
	5	<input type="checkbox"/> \$8,700	<input type="checkbox"/> \$7,830
	6	<input type="checkbox"/> \$10,500	<input type="checkbox"/> \$9,450
DOUBLE PAGE SPREAD*	1	<input type="checkbox"/> \$2,800	----
	2	<input type="checkbox"/> \$5,600	<input type="checkbox"/> \$5,040
	3	<input type="checkbox"/> \$8,000	<input type="checkbox"/> \$7,200
	4	<input type="checkbox"/> \$11,200	<input type="checkbox"/> \$10,080
	5	<input type="checkbox"/> \$13,600	<input type="checkbox"/> \$12,240
	6	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$13,500

 *Special page placements may be requested by contacting Albert Ornelas at 949-586-6800 x123 or albert@ocar.org.

OC REALTOR MAGAZINE AD SIZES & SPECS

FULL PAGE 8.375 X 10.875 1/8" BLEED 8.625 X 11.125	SPREAD 10.875 X 16.75 1/8" BLEED 11.125 X 17	HALF PAGE 3.75 X 10.25 NO BLEED
HALF PAGE HORIZONTAL 7.5 X 4.75	QTR. PAGE 3.75 X 4.75 NO BLEED	1/8 PAGE 3.75 X 2.25 NO BLEED

SELECT PREFERRED MAGAZINE ISSUES (DEADLINES BELOW)

<input type="checkbox"/> January - February <i>Ad Deadline: December 1</i>	<input type="checkbox"/> March - April <i>Ad Deadline: February 1</i>
<input type="checkbox"/> May - June <i>Ad Deadline: April 1</i>	<input type="checkbox"/> July - August <i>Ad Deadline: June 1</i>
<input type="checkbox"/> September - October <i>Ad Deadline: August 1</i>	<input type="checkbox"/> November - December <i>Ad Deadline: October 1</i>

RESOURCE GUIDE AD SIZES & SPECS ANNUAL PRICING FOR THE RESOURCE GUIDES Deadline is December 31.

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

	Full Page	Back Page	Half Page	Quarter Page
RETURN ADVERTISERS	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$800	<input type="checkbox"/> \$400
RETURN ADVERTISERS (*with purchase of magazine ad)	<input type="checkbox"/> \$1,440	<input type="checkbox"/> \$2,340	<input type="checkbox"/> \$720	<input type="checkbox"/> \$360
NEW ADVERTISERS	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$600
NEW ADVERTISERS (*with purchase of magazine ad)	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$2,700	<input type="checkbox"/> \$1,080	<input type="checkbox"/> \$540
GRAPHIC DESIGN (optional)	<input type="checkbox"/> \$200	<input type="checkbox"/> \$200	<input type="checkbox"/> \$125	<input type="checkbox"/> \$60

*If you purchase any magazines ad(s) you will receive an additional 10% off the cost of any Resource Guide ad.

