

**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
<b>FULL PAGE</b>	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
<b>HALF PAGE</b>	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
<b>1/4 QUARTER PAGE</b>	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
<b>1/8 PAGE</b>	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\*:**

<b>(Circle one)</b>	1	<input type="checkbox"/> \$1,500	----
<b>FRONT INSIDE COVER</b>	2	<input type="checkbox"/> \$2,900	<input type="checkbox"/> \$2,610
	3	<input type="checkbox"/> \$4,200	<input type="checkbox"/> \$3,780
	<b>PAGE 3</b>	4	<input type="checkbox"/> \$5,800
<b>BACK INSIDE COVER</b>	5	<input type="checkbox"/> \$7,100	<input type="checkbox"/> \$6,390
	6	<input type="checkbox"/> \$8,700	<input type="checkbox"/> \$7,830
<b>BACK COVER</b>	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
<b>DOUBLE PAGE SPREAD*</b>	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 Ivan Salmeron at [ivan@ocrealtors.org](mailto:ivan@ocrealtors.org).

**OC REALTOR MAGAZINE AD SIZES & SPECS**

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

## 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 on page 1.)
- 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 on page 1.)
- For ad questions and to submit artwork, contact Ivan Salmeron at [ivan@ocrealtors.org](mailto:ivan@ocrealtors.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 magazine 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 REED  
25552 LA PAZ RD., LAGUNA HILLS, CA, 92653  
P. (949) 586-6800 EXT. 124 • F. (949) 586-0382  
Email: [breanna@ocrealtors.org](mailto:breanna@ocrealtors.org)

ARTWORK CONTACT: IVAN SALMERON  
25552 LA PAZ RD., LAGUNA HILLS, CA, 92653  
P. (949) 586-6800 • F. (949) 586-0382  
Email: [ivan@ocrealtors.org](mailto:ivan@ocrealtors.org)

\*Orange County REALTORS® Affiliate Membership is individual and not company-based. A dues-paying member is required for his/her company to advertise in the Orange County REALTOR®. List the name of the actual Affiliate member (this doesn't have to be the person actually paying for the ads or authorizing the ad placements for the company); then list the company name. For accounting purposes, all paid ads are listed under the member's name in our records.