

# 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	\$1,200	----
	2	\$2,350	\$2,115
	3	\$3,500	\$3,150
	4	\$4,700	\$4,230
	5	\$5,850	\$5,265
	6	\$7,000	\$6,300
<b>HALF PAGE</b>	1	\$700	----
	2	\$1,350	\$1,215
	3	\$2,000	\$1,800
	4	\$2,700	\$2,430
	5	\$3,350	\$3,015
	6	\$4,000	\$3,600
<b>1/4 QUARTER PAGE</b>	1	\$400	----
	2	\$775	\$697.50
	3	\$1,100	\$990
	4	\$1,550	\$1,395
	5	\$1,875	\$1,687.50
	6	\$2,300	\$2,070

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	\$1,800	----
	2	\$3,500	\$3,150
	3	\$5,200	\$4,680
	4	\$7,000	\$6,300
	5	\$8,700	\$7,830
	6	\$10,500	\$9,450
<b>DOUBLE PAGE SPREAD*</b>	1	\$2,800	----
	2	\$5,600	\$5,040
	3	\$8,000	\$7,200
	4	\$11,200	\$10,080
	5	\$13,600	\$12,240
	6	\$15,000	\$13,500

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

**January - February**  
Ad Deadline: December 1

**March - April**  
Ad Deadline: February 1

**May - June**  
Ad Deadline: April 1

**July - August**  
Ad Deadline: June 1

**September - October**  
Ad Deadline: August 1

**November - December**  
Ad Deadline: October 1

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



**DOUBLE PAGE SPREAD**    1/8" BLEED  
10.875 X 16.75      11.125 X 17



**FULL PAGE**      1/8" BLEED  
8.375 X 10.875      8.625 X 11.125



**HALF PAGE**      NO BLEED  
3.75 X 10.25



**QUARTER PAGE**      NO BLEED  
3.75 X 4.75

## OPTION 2: RESOURCE GUIDE ONLY

**ANNUAL PRICING FOR THE RESOURCE GUIDES** Deadline is July 31.  
Pricing includes Fall/Winter edition only.

AD PRICING FOR 2021 FALL / WINTER EDITION	Quarter Page	Half Page	Full Page	Back Cover
	\$360	\$720	\$1200	\$1600
<b>GRAPHIC DESIGN</b> (optional)	\$60	\$125	\$200	\$200

### RESOURCE GUIDE AD SIZES & SPECS:



**QTR. PAGE**    NO BLEED  
3.8 X 2.125



**HALF PAGE**    NO BLEED  
3.8 X 5.25



**FULL PAGE**    1/8" BLEED  
3.8 X 10.6      4.5 X 11.25

## 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@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 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@ocrealtors.org](mailto:breanna@ocrealtors.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@ocrealtors.org](mailto:ivan@ocrealtors.org)