

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: BUNDLE & SAVE (MAGAZINE & RESOURCE GUIDE PACKAGES)

Full Page Package (Must be pre-paid in full.)

- Full Page Ad - 6 issues of OC REALTOR®
- Full Page Ad - 2 editions of 2022 Resource Guide

Return Advertisers: \$7,000
New Advertisers: \$7,500

Half Page Package (Must be pre-paid in full.)

- Half Page Ad - 6 issues of OC REALTOR®
- Half Page Ad - 2 editions of 2022 Resource Guide

Return Advertisers: \$4,000
New Advertisers: \$4,200

Quarter Page Package (Must be pre-paid in full.)

- Quarter Page Ad - 6 issues of OC REALTOR®
- Quarter Page Ad - 2 editions of 2022 Resource Guide

Return Advertisers: \$2,200
New Advertisers: \$2,400

OPTION 2: 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>
FULL PAGE	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
HALF PAGE	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
1/4 QUARTER PAGE	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>
BACK COVER	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
DOUBLE PAGE SPREAD*	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 3

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 3: 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
RETURN ADVERTISERS	\$1,600	\$2,600	\$800	\$400
NEW ADVERTISERS	\$2,000	\$3,000	\$1,200	\$600
GRAPHIC DESIGN (optional)	\$200	\$200	\$125	\$60

RESOURCE GUIDE AD SIZES & SPECS:



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.

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

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