

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 - 1 edition of 2024 Resource Guide
- **Total Cost:** \$7,350

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

- Half Page Ad - 6 issues of OC REALTOR®
- Half Page Ad - 1 edition of 2024 Resource Guide
- **Total Cost:** \$4,100

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

- Quarter Page Ad - 6 issues of OC REALTOR®
- Quarter Page Ad - 1 edition of 2024 Resource Guide
- **Total Cost:** \$2,300

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	\$1,270	----
	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
HALF PAGE	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
1/4 QUARTER PAGE	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>
BACK COVER	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
DOUBLE PAGE SPREAD*	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)

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

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 GUIDE Deadline is January 31.

Pricing includes 1 print edition for the year.

ADVERTISERS	Full Page \$1,500	Back Page \$2,480	Half Page \$750	Quarter Page \$380
GRAPHIC DESIGN (optional) <small>Includes only 2 Revisions</small>	\$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 REED**
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