ADVERTISING AGREEMENT FORM

ORANGE COUNTY REALTORS®

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 mailed edition of 2027 Resource Guide, plus updated editions available year-round at OCR offices.
- **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 mailed edition of 2027 Resource Guide, plus updated editions available year-round at OCR offices.
- **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 mailed edition of 2027 Resource Guide, plus updated editions available year-round at OCR offices.
- **Total Cost:** $2,300

OPTION 2: MAGAZINE ONLY

AD SIZE	ISSUES	RATE (To be divided and invoiced per issue)	PREPAID RATE (To be prepaid in full with 10% discount)
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 (To be divided and invoiced per issue)	PREPAID RATE (To be prepaid in full with 10% discount)
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 1	☐	July - August Ad Deadline: June 1
☐	September - October Ad Deadline: August 2	☐	November - December Ad Deadline: October 1

OC REALTOR® MAGAZINE AD SIZES & SPECS:



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



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



HALF PAGE 3.75 X 10.25 | NO BLEED



QUARTER PAGE 3.75 X 4.75 | NO BLEED

-CONTINUED ON NEXT PAGE-

OPTION 3: RESOURCE GUIDE ONLY

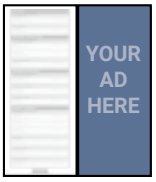
ANNUAL PRICING FOR THE RESOURCE GUIDE Deadline is January 29.

Pricing includes 1 mailed edition, plus updated editions available at OCR offices year round.

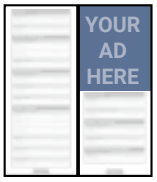
	Full Page	Back Page	Half Page	Quarter Page
ADVERTISERS	☐ $1,500	☐ $2,480	☐ $750	☐ $380
GRAPHIC DESIGN (optional) Includes only 2 Revisions	☐ $200	☐ $200	☐ $125	☐ $60

Advertisers will be notified 30 days before each updated print edition is produced and provided a deadline to submit new artwork.

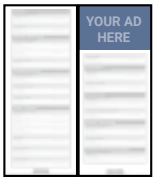
RESOURCE GUIDE AD SIZES & SPECS:



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

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 Drana Mlakic at drana@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: DRANA MLAKIC
25552 LA PAZ RD., LAGUNA HILLS, CA, 92653
P. (949) 586-6800 EXT. 150 • F. (949) 586-0382
Email: drana@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.