

# NVAR REALTOR® UPDATE Magazine

## Advertising Rates

### Rates

**Rates:** Effective with the January /February 2011 Issue

**Cash Discount:** 10% discount to active NVAR members

**Preferred Placement:** Add 25%

| <b>Four Color Rates</b> | <b>1-2x</b> | <b>3-4x</b> | <b>5x or more</b> |
|-------------------------|-------------|-------------|-------------------|
| Cover (back)            | \$1,980     | \$1,915     | \$1,835           |
| Cover (inside front)    | \$1,955     | \$1,890     | \$1,805           |
| Cover (inside back)     | \$1,955     | \$1,890     | \$1,805           |
| Full Page               | \$1,415     | \$1,250     | \$1,190           |
| Half Page               | \$960       | \$910       | \$885             |
| Quarter Page            | \$650       | \$600       | \$570             |

### Black & White Rates

|              |         |         |         |
|--------------|---------|---------|---------|
| Full Page    | \$1,110 | \$1,070 | \$1,020 |
| Half Page    | \$675   | \$650   | \$625   |
| Quarter Page | \$400   | \$370   | \$350   |

### 2011 Advertising Calendar

| <b>Issue</b> | <b>*Reservation Deadline</b> | <b>**Ad Art Due</b> |
|--------------|------------------------------|---------------------|
| Jan/Feb      | November 29                  | December 3          |
| March/April  | January 31                   | February 4          |
| May/June     | March 28                     | April 1             |
| July/Aug     | May 31                       | June 3              |
| Sept/Oct     | July 25                      | July 27             |
| Nov/Dec      | September 26                 | October 5           |

\*Ad space must be reserved by the 'Reservation Deadline,' one month prior to publication. No exceptions. See schedule above.

\*\*Ad must be received by the 'Ad Art Due' deadline, one month prior to publication. No exceptions. See schedule above.

### Mechanical Specifications

Preferred Placement: Guaranteed placement on a first come, first served basis, extra 25%—special requests are accommodated when possible but **are not guaranteed**.

Preferred placement requests include, but are not limited to, placement within the first 10 pages, a specific place on a page, or near specific editorial content. If your request is not granted, you will not be billed the preferred placement cost but will be responsible for the published ad rate.

### General Requirements:

**Print Process:** Offset sheet fed full run

**Binding Method:** Saddle stitched

**Publication Trim Size:** 17" x 10.875" flat and 8.5" x 10.875" folded

**Color:** CMYK only (no PMS or RGB)

**Resolution:** 300 dpi or better

**Format:** PDF (fonts embedded), JPEG, TIFF

The Realtor® Update Magazine is created on a PC platform; no Mac "Stuffit" files can be accepted. If compression is needed, please ZIP the files. CDs or USB thumb drives are also accepted.

### Page Dimensions:

|   |                  |
|---|------------------|
| Full page (Bleed)   | 8.75" x 11.125"  |
| (trim size is 8.5" x 10.875"—text and logos should be at least .25" away from trim) |                  |
| Full page   | 8" x 10.375"     |
| Half page horizontal  | 7.5" x 4.8125"   |
| Half page vertical  | 3.625" x 9.875"  |
| Quarter page  | 3.625" x 4.8125" |

**Contracts are non-refundable.**

|   |   |  |   |  |
|---|---|--|---|--|
| <p><b>FULL PAGE</b><br/>with bleeds<br/><b>8.75" x 11.125"</b></p> <p>trim size is 8.5" x 10.875"<br/>text and logos should be at least .25" away from trim</p> | <p><b>FULL PAGE</b><br/>no bleeds<br/><b>8" x 10.375"</b></p> | <p><b>HALF PAGE</b><br/>horizontal<br/><b>7.5" x 4.8125"</b></p> | <p><b>HALF PAGE</b><br/>vertical<br/><b>3.625" x 9.985"</b></p> | <p><b>QUARTER PAGE</b><br/><b>3.625" x 4.8125"</b></p> |
|---|---|--|---|--|

### Advertising Sales

Contact Tracy Reynolds - 703.207.3206 | treynolds@nvar.com

# NVAR REALTOR® UPDATE Magazine Contract

## PUBLICATION SPECIFICATIONS

The Realtor® Update magazine is published six times a year. Please see the Realtor® Update Ratecard for specifications.

## CLOSING DATES

Late ads will not be accepted. If an ad is not received by the 'submit ad by' date specified, one month prior to publication, the magazine will be printed without the ad and the advertiser will be charged for the full amount. To avoid this, you may supply NVAR with a generic ad that can be used if the deadline is missed.

## RATES ARE EFFECTIVE UNTIL DECEMBER 31, 2011

Ad space will be reserved when signed contract is received. Invoices are rendered on publication and are due net 30 days. Interest will be charged on past due amounts at 2 percent per month.

## ADVERTISING POLICY

The Realtor® Update magazine accepts advertising from real estate firms and companies promoting services to NVAR members. Members consist of real estate brokers, agents, and real estate related affiliates such as mortgage brokers, appraisers, etc. Publisher must approve all advertising prior to publication. NVAR reserves the right to refuse advertising.

## ADVERTISING TERMS AND CONDITIONS

Contracts are non-refundable.

In the event of default in payment, NVAR shall have the right, at its option, of either terminating this Agreement and its obligations to place advertising for the Advertiser, or enforcing the remainder of this Agreement for the number of issues remaining at the agreed upon

amount per issue. If NVAR elects to terminate upon such default in payment, Advertiser shall be liable to NVAR upon the date of such termination for all amounts accrued hereunder and unpaid as of such date, plus NVAR's Loss Profits which are defined to equal 100 percent of the remaining advertising fees committed to hereunder for the remainder of the term committed to. In the event of a default on payment, NVAR shall also be entitled to recover from the Advertiser, all costs of collection, including a reasonable attorneys' fee.

Advertiser indemnifies and holds harmless NVAR against any losses, damage, cost, and expense (including, without limitations, attorneys' fees) which NVAR may incur, or become liable for, by reason of any and all claims of any kind or nature in connection with advertising that is published pursuant to this Agreement. NVAR reserves the right to edit or refuse any advertising submitted to its publication. If any advertising is refused, Advertiser may submit revised advertising up until the deadline for an issue, but regardless of whether such revised advertising is submitted, Advertiser shall be responsible for payment for such advertising. In no event shall liability of NVAR for printing errors exceed the amount paid by Advertiser for the space occupied by such error. Advertiser may not assign its rights or obligations hereunder. Subject to the foregoing, this Agreement will be binding upon, and shall inure to the benefit of, the parties hereto and their respective successors and assigns. This Agreement shall be governed by the laws of the Commonwealth of Virginia, and any disputes concerning this Agreement shall be subject to the exclusive jurisdiction of the federal or Virginia courts in the City of Alexandria or the County of Fairfax, Virginia.

Company: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Issues requested for publication:  JAN/FEB  MAR/APR  MAY/JUNE  JULY/AUG  SEPT/OCT  NOV/DEC

Ad size:  Full Page  Half Horizontal  Half Vertical  Quarter Color :  B/W  Color NVAR Member:  Yes  No

**Preferred Placement:** Preferred placement is offered on a first-come, first-served basis. Preferred placement requests include, but are not limited to, placement within the first 10 pages, a specific place on a page, or near specific editorial content. Preferred placement is not guaranteed. If your request is not granted, you will not be billed the preferred placement cost, but will be responsible for the published ad rate.  Yes  No **Preferred Location:** \_\_\_\_\_

Cost: \$ \_\_\_\_\_

\$ \_\_\_\_\_ 10% Member Discount

\$ \_\_\_\_\_ 25% Charge, Preferred Placement, if applicable

\$ \_\_\_\_\_ Total Cost Per Issue

\$ \_\_\_\_\_ Total Cost for Contract Period

Print Authorizing Name: \_\_\_\_\_

Signature of Authorizing Person: \_\_\_\_\_

**Please return signed contract to:**

NVAR

Attn: Tracy Reynolds

8407 Pennell Street

Fairfax, VA 22031

Fax: 703.207.3274 | treynolds@nvar.com

