



Capital Area

REALTOR

The official publication of the Greater Capital Area Association of REALTORS

2010 Advertising Rates

- Circulation:** Nearly 9,000-plus per issue
- Print Schedule:** Four issues per year; 16 to 20 pages per issue
- Specifications:** Page size is 10.875" x 15"; Image size is 10" x 14"
Printed on a web press on 50 lb. newsprint at 85 line screen
Additional preparation of camera-ready copy will be billed to the advertiser
- Submission:** Advertising copy may be submitted in one of the following ways:
- Macintosh Zip disk or CD with all screen & printer fonts and graphics included
 - By e-mail as an Adobe Acrobat .pdf, or as an .eps or .tif with all screen/printer fonts and graphics embedded (if possible). (FTP instructions are available for extra large files).
- All submissions must be accompanied by a hard copy of the finished advertisement.*

AD SIZE	ACTUAL SIZE (width x height)	2010 PRICE (per issue)*	
		B & W	Color
1/8 Page	4.8125" x 3.375"	\$325	\$375
1/4 Page	4.8125" x 6.75"	\$425	\$525
1/2 Page	9.625" x 6.75"	\$750	\$900
Full Page	9.625" x 13.5"	\$1,275	\$1,500
Back Cover	9.8865" x 13.5"		\$2,100

* 10% discount applies to 4X frequency advertisers

About GCAAR: GCAAR represents more than 9,000 REALTORS® in Montgomery County, MD, and Washington, DC. The association provides many services for REALTORS®, including continuing education and professional networking opportunities. GCAAR also works with policymakers to ensure public policy that encourages home ownership in the greater capital area.

Advertising Policy: Advertising in *Capital Area REALTOR*® is available to GCAAR members and non-members. Ads will be placed in the order of receipt of the reservation and payment. Submission of an advertisement does not constitute an agreement to publish the ad in *Capital Area REALTOR*®. All ads are subject to approval and GCAAR reserves the right to refuse any advertisement, delete objectionable words, phrases or illustrations, or cancel a reservation at any time. **GCAAR does accept advertising from REALTORS® or brokerages in this publication.**

Advertiser agrees to indemnify and hold GCAAR harmless from any liability or cost incurred resulting from its advertisement placed in *Capital Area REALTOR*®. Inclusion of an ad does not constitute an endorsement by GCAAR. Advertiser assumes responsibility for substantiating the claims made in the ad and for the accuracy of all information contained in the ad.

Advertiser agrees to the terms and conditions for advertising in *Capital Area REALTOR*®.

ISSUE DATE	RESERVATION DEADLINE
Winter	January 29
Spring	April 19
Summer	July 16
Fall	October 29



2010 Advertising Rates and Reservation Form

Capital Area REALTOR®

[Please return this form with payment to secure advertising space]

<u>Please check size of ad(s) you are requesting</u>	<u>Size of ad (width x height)</u>	<u>Rates</u>	
		<u>B&W</u>	<u>Color*</u>
<input type="checkbox"/> 1/8 Page	4.8125" x 3.375"	\$325	\$375
<input type="checkbox"/> 1/4 Page	4.8125" x 6.75"	\$425	\$525
<input type="checkbox"/> 1/2 Page	9.625" x 6.75"	\$750	\$900
<input type="checkbox"/> Full Page	9.625" x 13.5"	\$1,275	\$1,500
<input type="checkbox"/> Back Cover	9.8865" x 13.5"		\$2,100

Is your ad in: Black & White Four-color/CMYK

Ad to run in: Winter Spring Summer Fall

* 10% discount applies to 4X frequency advertisers

Name: _____

Company Name: _____

Address: _____

GCAAR Member #: _____

Office Phone: _____

Office Fax: _____

Payment Method: MasterCard Visa Check Enclosed

Credit Card Number: _____ *V-Code: _____

Expiration Date: _____ (*V-Code is the last 3 digits in the signature panel on the reverse of the credit card).

The undersigned agrees to the Terms and Conditions for advertising in Capital Area REALTOR®.

Authorized Signature: _____

For more information or to submit payment contact:

Arlene Braithwaite, Account Manager

The Braithwaite Group

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