

2011 Advertising Rates

- Circulation:** Nearly 9,000-plus per issue
- Print Schedule:** Six issues per year; 16 to 24 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)	2011 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 4 frequency advertisers; 15% discount applies for advertising in all 6 issues.

About GCAAR: GCAAR represents nearly 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
January/February	January 10
March/April	February 18
May/June	March 11
July/August	May 14
September/October	July 15
November/December	September 20

Deadline dates are approximate and may change.



2011 Advertising Rates and Reservation Form

[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: Jan/Feb March/April May/June July/Aug Sept/Oct Nov/Dec

*** 10% discount applies to 4 frequency advertisers; 15% discount applies for advertising in all 6 issues**

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
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