

# 2012 Advertising Rate Card

# REALTOR

The Official Magazine of the Suburban West REALTORS® Association | [www.suburbanwestrealtors.com](http://www.suburbanwestrealtors.com)

# NEWS

## About the Magazine

REALTOR® News magazine is the longstanding communications vehicle of the organization. First published in the 1940s, the organization has produced a 4-color publication since November of 2005 which ranges in pages from 20 to 24 and is distributed every Suburban West member. Furthermore, the magazines are archived on the association's website, providing an even longer life cycle for your advertisement.

REALTOR® News is an excellent opportunity to market your business! Advertise and reach key decision makers in the real estate industry. REALTOR® News is distributed four times a year to 4,500+ SWRA members.

## About the Association

The result of a merger between the Chester County Association of REALTORS® and the Delaware Valley REALTORS® Association, the Suburban West REALTORS® Association was formed on January 1, 2004. With a membership total of 4,500, this organization is the largest local REALTOR® Association in the Commonwealth and provides the highest level of service and products to real estate professionals in Chester County, Delaware County, and the Main Line.

Drawing on the combined 135-year history of two former Associations, Chester County Association and Delaware Valley Association, this new organization is committed to delivering innovative resources and programs to its membership on a cost-effective basis to enable members the ability to maximize their income while providing superior service to the public that has become the hallmark of REALTORS®. Member strong and customer-centered, the Suburban West REALTORS® Association is continuing to evolve and grow to meet the needs of our members now and for the future.



## Closing Dates

ISSUE	MATERIALS DUE
March	2/1/12
June	5/1/12
September	8/1/12
December	11/1/12

## 2012 Advertising Rates

COLOR	1X	4X
Back Cover	\$935	\$850
Inside Front	\$895	\$815
Inside Back	\$895	\$815
Full page	\$750	\$680
1/2 page	\$490	\$445
1/4 page	\$320	\$290

\*Members of SWRA receive a 10% discount from the above rates.

## Contact Information:

### PRODUCTION MANAGER:

Kristin Tornetta  
Phone: 866.495.7972  
Fax: 610.560.4801  
[ktornetta@suburbanwestrealtors.com](mailto:ktornetta@suburbanwestrealtors.com)

### EDITORIAL:

Steven Farace  
Phone: 866.495.7972  
Fax: 610.560.4801  
[sfarace@suburbanwestrealtors.com](mailto:sfarace@suburbanwestrealtors.com)

### PRODUCTION:

George Awad  
Phone: 202.669.8854  
Email: [wadro@hotmail.com](mailto:wadro@hotmail.com)

## Ad Material Requirements

### PRINTING PROCESS:

Computer-to-plate; four-color process (CMYK); heat-set; web offset; SWOP specifications. Reproduction quality is contingent upon ad material furnished.

### DIGITAL SPECIFICATIONS:

REALTOR® News Magazine requires that advertising materials be sent in digital format as a high resolution (press optimized) PDF with bleeds and crop marks. All fonts and images must be embedded in the file. All images must be converted to CMYK. RGB images are **not** acceptable. If sending an Adobe Illustrator file, please convert all type to outlines prior to shipment. Please email production with any questions regarding the creation of a high-resolution PDF. Native Quark Xpress or Adobe InDesign files are not acceptable.

### COLOR PROOFS TO ACCOMPANY FILES

A digital, press or offset proof must accompany the file if advertiser desires an accurate color match. Tear sheets from previous insertions cannot be used for color match. Prepress proofs are not available. Without submission of a proof, REALTOR® News cannot be held liable for any printing errors.

### SHIPPING INSTRUCTIONS:

Please send digital advertising files to:  
Kristin Tornetta  
ktornetta@suburbanwestrealtors.com

### PRODUCTION CHARGES:

Necessary conversions and/or any content changes made by the publisher will be billed as a cost to the advertiser at the rate of \$65/hr. Production charges are non-commissionable.

### PAYMENT TERMS:

Invoices are due net 20 days. The advertiser and/or its advertising agency agree to pay all costs of collection, including reasonable attorney's fees incurred by publisher in connection with the collection of any past due account of the advertiser and/or its advertising agency. All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from publisher. Conditions other than rates are subject to change without notice. Orders that contain rates and/or conditions, which vary from the rates and conditions listed herein, shall not be binding on publisher unless expressly approved in writing by the publisher and may be inserted and charged for at the actual rate schedule.

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising, which advertiser and/or its advertising agency ordered and which advertising was published. No amendment to the credit terms shall be effective unless the same is in writing and signed by the publisher. All advertisements are published upon the representation that the advertising agency and/or advertiser are authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of such advertisements, the advertising agency and/or advertiser will indemnify and hold the publisher harmless from and against any loss or expense resulting from claims or suits based on the contents or subject matter of such advertisements, including, without limitations, claims or suits for libel, violations of rights of privacy, plagiarism, and copyright infringement.

The parties agree that any dispute, controversy, or claim arising under or in connection with the Advertising Agreement, or its performance by either party, shall be decided exclusively by and in the state or federal court sitting in the Commonwealth of Pennsylvania. For such purpose, each party hereby submits to the personal jurisdiction of the state and federal courts sitting in the Commonwealth of Pennsylvania, and agrees that service of process may be completed and shall be effective and binding upon the party served if mailed by certified mail, return receipt requested, postage prepaid, and properly addressed to the party as set by the advertiser and/or its advertising agency accepting the order for publication, regardless of the contractual vehicle used, the advertiser is agreeing to abide by all the terms and conditions as set forth by the current rate card.

### CANCELLATIONS:

Cancellations must be submitted in writing and shall not be considered accepted until confirmed by the production manager. Space reservations are binding and non-cancelable after closing date.

### PUBLISHER'S RIGHT OF REFUSAL:

REALTOR® News or Suburban West REALTORS reserves the right to refuse any advertising deemed unsuitable, up to and including REALTOR offices advertising for recruitment purposes. Failure to publish advertising matter invalidates the insertion order only for such matter, but does not constitute breach of contract.

### MATERIALS STORAGE:

Storage of materials will be provided for a period of six months after use. If disposal instructions are not received by the end of this period, materials will be destroyed.

## Mechanical Requirements

### FULL PAGE:

Trim: 7" x 12"  
Full Bleed: 7.25" x 12.25"  
No Bleed: 6" x 11"

### BACK PAGE:

Trim: 7" x 9"  
Full Bleed: 7.25" x 9.25"  
No Bleed: 6" x 8.5"

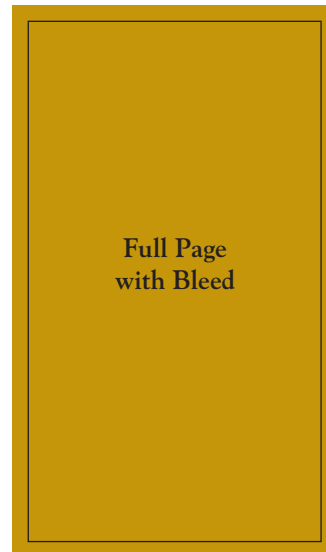
### 1/2 PAGE:

6" x 5.375"

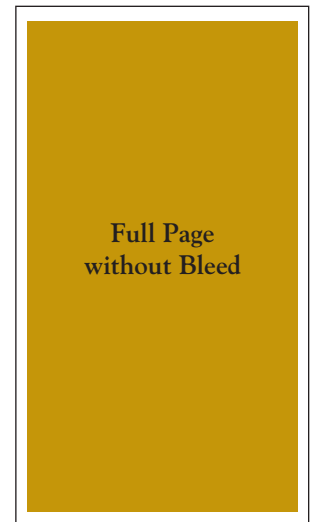
### 1/4 PAGE:

2.875" x 5.375"

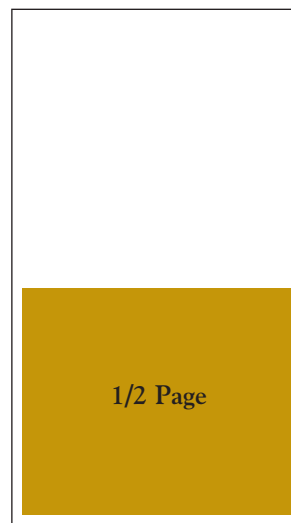
7.25" x 12.25"



6" x 11"



6" x 5.375"



2.875" x 5.375"

