

# 2009 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 bi-monthly publication since November of 2005 which ranges in pages from 24 to 36 and is mailed to the preferred address (office or home) of 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 six times a year to 5,000+ 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 5,000, 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.

## Editorial Calendar

### ISSUE

March/April

May/June

July/August

September/October

November/December

### TOPIC

Tools to help REALTORS® survive and thrive in any market  
The Educated Consumer  
The REALTOR in the Community  
Election/Political Issues  
The New Agreement of Sale

## Closing Dates

### ISSUE

March/April

May/June

July/August

September/October

November/December

### SPACE CLOSE

3/9/09

5/1/09

6/26/09

8/21/09

10/19/09

### MATERIALS DUE

3/16/09

5/8/09

7/3/09

8/28/09

10/26/09

## 2009 Advertising Rates

### COLOR

	1x	3x	6x
Back Cover	\$1,110	\$1,050	\$1,000
Inside Front	\$1,055	1,000	\$960
Inside Back	\$1,055	1,000	\$960
Full page	\$885	\$840	\$800
1/2 page	\$575	\$550	\$525
1/4 page	\$375	\$355	\$340

\*Members of SWRA receive a 15% discount from the above rates.

## Contact Information:

### ADVERTISING:

Joe D'Angelo

Phone: 215.321.9662, ext. 68

Fax: 215.321.9636

Email: [jdangelo@mcneill-group.com](mailto:jdangelo@mcneill-group.com)

### EDITORIAL:

Len Vermillion

Phone: 215.321.9662, ext. 23

Fax: 215.321.5124

Email: [lvermillion@mcneill-group.com](mailto:lvermillion@mcneill-group.com)

### PRODUCTION:

Allison Bresky

Phone: 215.321.9662, ext. 14

Fax: 215.321.5124

Email: [abresky@mcneill-group.com](mailto:abresky@mcneill-group.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. 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 call the production department 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. Tear sheets from previous insertions cannot be used for color match. Prepress proofs are not available. The publisher reserves the right to assess a production charge for any advertisement that is submitted without a color proof. Without submission of a proof, REALTOR® News cannot be held liable for any printing errors.

### SHIPPING INSTRUCTIONS:

Please ship digital advertising files and color proof with issue date(s) of insertion to:  
Production Manager  
REALTOR® News Magazine  
Suburban West REALTORS  
c/o McNeill Group, Inc.  
385 Oxford Valley Road, Suite 420  
Yardley, PA 19067  
Phone: 215.321.9662 Fax: 215.321.9636

### PRODUCTION CHARGES:

Necessary conversions made by the publisher will be billed as a cost to the advertiser. Production charges are non-commissionable.

### PAYMENT TERMS:

Invoices are due net 30 days with approved credit. Interest of 1.5% per month will be added to all past due balances. First-time advertisers and/or their advertising agency must submit a credit application or provide payment in full with insertion order. 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 publisher. Space reservations are binding and non-cancelable after closing date.

### INSERTS:

All inserts, including business reply cards, must be pre-approved by the Production Manager prior to insertion. Availability is limited. For mechanical specifications, quantity, pricing, and shipping information, contact your sales representative.

### BUSINESS REPLY AND POSTAL CARDS:

Printed cards must be furnished by advertiser, and accompanied by a full-page advertisement. Minimum 75# paper stock. Availability is limited. For mechanical specifications, quantity, pricing, and shipping information, contact your sales representative.

### SHORT RATES AND REBATES:

Advertisers will be short-rated if they do not use the contracted space.

### 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"

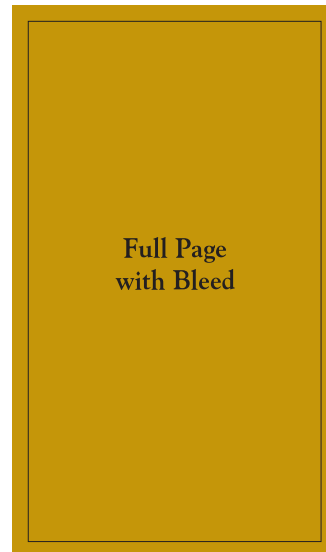
### 1/2 PAGE:

6" x 5.375"

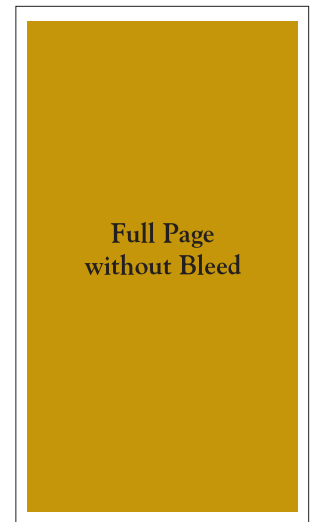
### 1/4 PAGE:

2.875" x 5.375"

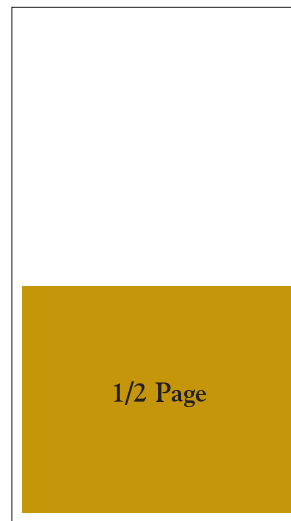
7.25" x 12.25"



7" x 12"



6" x 5.375"



2.875" x 5.375"

