

Advertise

2021 Real Estate Guide Contract

A member benefit of the Fresno Association of REALTORS®

Advertising Rates for REALTOR® and Affiliate Members Volume 27, Issues 1 through 9

FRONT COVER \$200.00 Full Page Ad	BACK COVER \$150.00 Half Page Ad (2 Ads Per Issue) \$300.00 Full Page Ad
<ul style="list-style-type: none"> • Chosen by drawing. • REALTOR® or REALTOR® Offices. 	<ul style="list-style-type: none"> • Chosen by drawing. • First name drawn will have choice of a full or half page ad. Second name will be drawn if half page is chosen. • REALTOR® or REALTOR® Offices.

AD SIZE	SINGLE ISSUE	REALTOR®/AFFILIATE CONTRACT PRICES	
		1 Issue	6 Issues
Full Page	\$379.00	\$325.00	\$300.00
Half Page	\$209.00	\$175.00	\$150.00
Quarter Page	\$115.00	\$100.00	\$75.00
Featured Ad	\$65.00*	*3 Issues available for \$150.00 up front to be advertised in 3 consecutive issues.	

Ad(s) will not be accepted without Payment or after due date. Cash, Check, Visa, MasterCard, AmEx, or Discover accepted. Non-payment of ANY Ad may hold up the entire shipment of the Real Estate Guide to printer.

Fresno Association of REALTORS®
6720 N. West Ave., Fresno, CA. 93711
Revised 12/22/20

Phone (559) 490-6400
Fax (559) 490-6464
Email lsellers@fresnorealtors.com

This contract is between Fresno Association of REALTORS®, hereinafter referred to as “FAR”, and _____ hereinafter referred to as “Advertiser(s)”. By signing this contract, the Advertiser(s) agrees to the following conditions:

1. FAR hereby grants to Advertiser(s) EXCLUSIVE right to a: Full Page Half Page Quarter Page Three Feature Commitment in the Fresno Association of REALTORS® RE Guide for a period of: One issue Three issues Six issues Nine issues
2. Contract commencing with Volume 27-1 due on 01/05/21 and ending with Volume 27-9 due 11/23/21. See Attached Advertising Schedule.
3. AD DUE DATES provided. Payment due to FAR on AD DUE DATE with ad layout and is nonrefundable.
4. All original ad(s) will be accepted by email at ads@raisedbrowproductions.com and CC'd to lsellers@fresnorealtors.com.
5. Text & layout (in word.doc) and photos (jpg format).
6. The price for _____ page(s) is \$ _____ per issue for the above contracted period.
7. Upgrades and additions charged at original contract price.
8. This agreement may be assigned by the Advertiser on thirty days written notice to FAR, subject to the written consent of FAR, which consent will not be unreasonably withheld.
9. Corrections are to be done at 1st proof.
10. If Advertiser(s) fail to provide FAR with proper ad information and payment by due dates, FAR reserves the right to place contract ad from previous issue without notification to Advertiser(s). Advertiser(s) will continue to be responsible for payment for ad until end of contract date. Non-payment is subject to collection.
11. FAR reserves the right to refuse any Ad it so chooses at its sole discretion.

2021 Advertising Requirements for Real Estate Guide

A publication schedule, price information and guidelines are enclosed and are to be considered part of the FAR Real Estate Guide Contract. The purpose of the Real Estate Guide is to provide REALTORS® and Real Estate related business members an affordable vehicle for advertising their listings and services.

All advertising must comply with the following:

- Truth in Advertising,
- Fair Housing Act,
- Regulation Z, the Federal Truth in Lending Act,
- Article 12 in the Code of Ethics & Standard of Practice of N.A.R. (attached).
- Any change from contracted size of ad must be approved by FAR office to be sure that size will be available.
- Ad price is determined by number of issues contracted and size of ad.
- All ads are due with payment on Due Date
- Late ads will be charged a \$25.00 fee to be paid at time of late ad delivery.

Simple Guidelines for Submitting Ads: All ads MUST:

- Be submitted directly to Raised Brow Productions and FAR Staff.
- Cal DRE, Contractor or Business License number required.
- Have the Rapattoni MLS # and 2 digit area # for every MLS listing advertised.
- Be presented in acceptable formats (as outlined by Century Publishing).
- Include payment to Fresno Association of REALTORS® when ad is submitted.
- All ads and payment must be submitted according to timelines as published by FAR annually.
- AD layout, text (Word .doc) and photos (.jpg) • At time of proof – Only corrections are allowed.

Advertisers REQUIREMENTS:

- Open to all FAR REALTOR® members Rapattoni listings.
- Affiliate advertisers must be a member of FAR.
- Advertisers are required to have an email address.
- Advertisers are required to have Adobe Reader or Adobe Acrobat software so they may receive ad copies and make corrections to ads. • Each advertiser is personally responsible for watching for and reviewing proofs when they arrive as well as making any corrections in a timely manner as required by publisher.
- A Listing can only be featured on the Front Cover once per year.
- FAR reserves the right to refuse Ads that do not comply with the above criteria. Additionally the Gateway Guide Committee and Board of Directors reserves the right to refuse any Ad, it so chooses at its sole discretion. Without waiving the

foregoing general reservation, FAR will specifically refuse any Ad or any Ad format that in FAR's sole opinion is; not in good taste, distracts from the general overall quality of the magazine, or is deemed frivolous in its content or appearance. All Ads need to read from left to right and top to bottom.

As an advertiser in the Real Estate Guide, I have received, read and agree to abide by the criteria for advertising as stated.

ADVERTISER SIGNATURE

PRINTED NAME

DATE

COMPANY NAME

PHONE NUMBER

Signed Criteria Agreement must be submitted with advertising contract

Advertiser Payment Information

VISA/MASTERCARD/AMEX/DISCOVER _____

EXPIRATION DATE _____ **SECURITY CODE** _____

Automatically Charge Fees to My Credit Card

FAR STAFF SIGNATURE _____

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2021 Real Estate Guide Advertising Schedule

ISSUE #	ADS DUE	PROOFS OUT	MAGAZINE DELIVERED
27-1	01/05/21	01/12/21	01/28/21
27-2	02/17/21	02/24/21	03/11/21
27-3	03/24/21	03/31/21	04/15/21
27-4	05/04/21	05/11/21	05/27/21
27-5	06/07/21	06/14/21	07/01/21
27-6	07/13/21	07/20/21	08/05/21
27-7	08/24/21	08/31/21	09/16/21
27-8	10/05/21	10/12/21	10/28/21
27-9	11/23/21	11/30/21	12/16/21

YOSEMITE GATEWAY BRANCH Real Estate Guide LOCATIONS as of 7/18/20

Oakhurst/Bass Lake:

Raley's 40041 CA-49, Oakhurst, CA 93644
 Me N Ed's 40015 CA-49 #205, Oakhurst, CA 93644
 CVS 40044 CA-49, Oakhurst, CA 93644
 Realty Concepts 40050 CA-49 n8, Oakhurst, CA 93644
 Chevron 40219 CA-41, Oakhurst, CA 93644
 Century 21 40307 CA-41, Oakhurst, CA 93644
 Valero 40387 CA-41, Oakhurst, CA 93644
 # WorldMark Northshore Estates 53134 Rd 432, Bass Lake, CA 93604
 Bass Lake Event Center Bass Lake, CA 93604
 USPS 54449 Rd 432, Bass Lake, CA 93604
 Good Ol' Daze 54310 Rd 432, Bass Lake, CA 93604
 # Denny's 40650 CA-41, Oakhurst, CA 93644
 China Delight 40484 CA-41, Oakhurst, CA 93644

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Di Cicco's 40282 CA-41, Oakhurst, CA 93644

Coarsegold:

Community Center 35610 CA-41, Coarsegold, CA 93614 (Bingo Bugle Only)
USPS 46944 Pony Express Ln, Coarsegold, CA 93614
Alfonso's Mexican Restaurant 9285 35364, CA-41, Coarsegold, CA 93614
Kwik Services 35335 CA-41 # C1, Coarsegold, CA 93614
Roberts Frosty 35297 CA-41, Coarsegold, CA 93614
Yosemite Drug 35300 CA-41 Suite 101, Coarsegold, CA 93614

Friant:

Shell Station
USPS
Millerton Store (Auberry/Friant)

Prather:

Canyon Fork Market Center (2 boxes)
Shell Station
Bratton Real Estate

Auberry:

USPS
Auberry Market

Shaver Lake:

Pizza Parlor
Shaver Gas Station

Kerman:

Kerman U Save Liquors 15091 W Whitesbridge Ave, Kerman, CA 93630
Valley Food Super Center 15057 W Whitesbridge Ave, Kerman, CA 93630
Kerman Food Market 567 S Madera Ave, Kerman, CA 93630
Valley West Properties 681 S Madera Ave #101, Kerman, CA 93630
La Estrella 580 S Madera Ave, Kerman, CA 93630

Madera:

Monty's Liquor 3341 Howard Rd, Madera, CA 93637

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Perko's Cafe 1825 Cleveland Ave, Madera, CA 93637
ARCO 101 N Gateway Dr, Madera, CA 93637

Madera Ranchos:

Lee's Kitchen 37357 Ave 12, Madera, CA 93636

Fresno/Clovis:

Fresno Association of Realtors 6720 N West Ave, Fresno, CA 93711
76 Gas Station Golden State Hwy, Fresno, CA 93723
Elite Liquors 7089 N Marks Ave UNIT 111, Fresno, CA 93711
Valero 3403 W Ashlan Ave, Fresno, CA 93722
Liquor Zone 1452 W Ashlan Ave, Fresno, CA 93705
Tacos La Piedad 2709 N Hughes Ave, Fresno, CA 93705
Taqueria Y Carnerceria El Charrito 2327 N West Ave, Fresno, CA 93705
Super Donuts 1595 N Palm Ave, Fresno, CA 93728
Panaderia Natalie 935 E Olive Ave, Fresno, CA 93728
La Posta Restaurant 235 E Belmont Ave, Fresno, CA 93701
Fresno Chamber of Commerce 2331 Fresno St, Fresno, CA 93721
Super Mercado 1435 Fresno St, Fresno, CA 93706
Rocio's Mexican Restaurant 1131 B St, Fresno, CA 93706
Sinclair gas station 2590 S Cherry Ave, Fresno, CA 93706
Cherry Market 3738 S Cherry Ave, Fresno, CA 93706
Rayman's Mini Mart 4807 E Jensen Ave, Fresno, CA 93725
Castillo's Mexican Food 3659 E Ventura Ave, Fresno, CA 93702
Best Boy Donuts 3250 E McKinley Ave, Fresno, CA 93703
Fosters Freeze 3377 N Cedar Ave, Fresno, CA 93726
Sno-White Drive-In 4085 Clovis Ave, Fresno, CA 93727
Yosemite Falls Cafe 1455 Shaw Ave, Clovis, CA 93611
Kowloon Kitchen 651 Shaw Ave, Clovis, CA 93612
EECU Clovis 430 Pollasky Ave, Clovis, CA 93612
Clovis Chamber of Commerce 325 Pollasky Ave, Clovis, CA 93612
Margie Wright Diamond 5352-5378 N Cedar Ave, Fresno, CA 93710
R-N Market 6670 N Cedar Ave, Fresno, CA 93710
Teriyaki Don 6731 N Cedar Ave, Fresno, CA 93710
Togo's 1057 N Willow Ave STE 103, Clovis, CA 93611
Save Mart 1157 N Willow Ave, Clovis, CA 93611
Valero 1197 N Willow Ave, Clovis, CA 93611
Starbucks 9423 N Fort Washington Rd #108, Fresno, CA 93730
Country Waffles 7735 N Blackstone Ave, Fresno, CA 93720
USPS 34 W Minarets Ave, Fresno, CA 93650
Chubby's Diner 6451 N Blackstone Ave, Fresno, CA 93710
Speedy Zapatos 5225 N Blackstone Ave, Fresno, CA 93710
Yosemite Falls Cafe 5123 N Blackstone Ave, Fresno, CA 93710

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Easton/Caruthers:

K&C Donuts 5751 S Elm Ave, Fresno, CA 93706
Adina Valley Market 9010 S Elm Ave, Fresno, CA 93706
El TORO gas 2388 W Tahoe Ave, Caruthers, CA 93609
Super Mart 2307 W Tahoe Ave, Caruthers, CA 93609
Valley Foods 2259 W Tahoe Ave, Caruthers, CA 93609

Lemoore/Armona/Hanford:

Chubby's Diner 855 N Lemoore Ave #170, Lemoore, CA 93245
Raven's Deli 10856 14th Ave, Armona, CA 93202
USPS 517 N Irwin St, Hanford, CA 93230
Fallas 580 N 11th Ave, Hanford, CA 93230
Donut Country 1716 N 11th Ave, Hanford, CA 93230
Best Buy Market IGA 1798 N 10th Ave, Hanford, CA 93230
Donut King 1000 N 10th Ave, Hanford, CA 93230

Tulare:

Tulare Donut 101 S K St, Tulare, CA 93274
Valero 1010 S Blackstone St, Tulare, CA 93274

Visalia/Goshen:

Starbucks 3927 W Caldwell Ave A, Visalia, CA 93277
R-N Market 737 S Lovers Ln, Visalia, CA 93292
Tacos Galacticos 1223 E Houston Ave, Visalia, CA 93292
USPS 111 W Acequia Ave, Visalia, CA 93291
B J's Express 700 S Demaree St, Visalia, CA 93277
Shell gas 6544 Avenue 308, Goshen, CA 93227

Kingsburg:

Kingsburg Super Market 1367 Marion St, Kingsburg, CA 93631
Tom's Donut Shop 1749 Sierra St, Kingsburg, CA 93631
Selma/Fowler: El Mercado 2418 McCall Ave, Selma, CA 93662
A-Mart 115 N 7th St, Fowler, CA 93625

Reedley/Sanger:

Mainstreet Cafe 1052 G St, Reedley, CA 93654
Town & Country Market 985 Manning Ave #2348, Reedley, CA 93654
Gong's IGA 1825 Academy Ave, Sanger, CA 93657

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