

Advertise

2020 Real Estate Guide Contract

A member benefit of the Fresno Association of REALTORS®

Advertising Rates for REALTOR® Members Vol. 26, Issues 1-9

Front Cover

\$200.00

- Chosen by drawing
- REALTOR® or REALTOR® Real Estate Office

Back Cover

\$150.00- Half Page Ad (2 Ads per issue)

\$300.00- For Full Page Ad

- 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® Real Estate Office

Ad Size

Full Page
Half Page
Quarter Page
Featured

Single Issue

\$379.00
\$209.00
\$115.00
\$65.00*

REALTOR®/Affiliate

Contract Prices

6 Issues	9 Issues
\$325.00	\$300.00
\$175.00	\$150.00
\$100.00	\$75.00

*3 issues available for \$150 up front to
be advertised in 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 RE Guide to printer.

Fresno Association of REALTORS®
6720 N. West Ave Fresno, Ca 93711

**2020 Real Estate Guide
Advertising Schedule**

Volume #	Ad Due to FAR	Proofs Out	Deliver Magazine
26-1	01/7	1/14	1/30
26-2	2/18	2/25	3/12
26-3	3/25	4/1	4/20
26-4	5/5	5/12	6/1
26-5	6/9	6/16	7/6
26-6	7/14	7/21	8/6
26-7	8/25	9/1	9/17
26-8	10/6	10/13	10/29
26-9	11/24	12/2	12/21

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Volume 26, Issues 1-9

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:
 Three issues Six issues Nine issues
2. Contract commencing with Volume 26-1 due on 12/30/19 and ending with Volume 26-9 due 12/4/20. See Attached Advertising Schedule.
3. **AD DUE DATES provided. Payment due to FAR on AD DUE DATE with ad layout and is non-refundable.**
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.

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A publication schedule, price information and guidelines are enclosed and are to be considered part of the FAR Real Estate Guide Contract.

2020 Advertising Requirements for Real Estate Guide

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

Company Name

Phone #

Date

VISA/MASTERCARD/AMEX/DISCOVER

Exp. Date

Sec.

FAR Staff Signature

Signed Criteria Agreement must be submitted with advertising contract