

## ADVERTISING OPPORTUNITIES & CONTRACT

### 1. SEVRAR News Magazine

- SEVRAR News Magazine Rate Sheet & Insertion Order Contract
- SEVRAR News Magazine Advertising Specifications

### 2. SEVRAR Postcards **COMING SOON!**

- SEVRAR Postcards to Members

February, April, June, August, October, December 2007

### 3. SEVRAR.COM Banner Ads **COMING SOON!**

- SEVRAR.COM
- SEVRAR Internet Member Services Site (IMS / Member Login Required)

### 4. SEVRAR Conference Center **COMING SOON!**

- Flat Screen TV (PowerPoint Display Ads)

### 5. SEVRAR Messaging System (TeamFone™) **COMING SOON!**

- Text Messaging, Voicemail & more!



## 2007 RATE SHEET & INSERTION ORDER

### MECHANICALS / RATES\*

Advertisement Size	Width	Height	Member Rates			Non-Member Rates		
			1x	3x	6x	1x	3x	6x
1/6 Page Horizontal	5.000" x	2.275"	\$85.	\$70.	\$55.	\$138.	\$113.	\$89.
1/6 Page Vertical	2.375" x	4.705"	\$85.	\$70.	\$55.	\$138.	\$113.	\$89.
1/4 Page Horizontal	5.75" x	2.43"	\$185.	\$145.	\$100.	\$300.	\$235.	\$162.
1/4 Page Vertical	2.45" x	7.59"	\$185.	\$145.	\$100.	\$300.	\$235.	\$162.
1/3 Page	5.001" x	6.62"	\$215.	\$175.	\$115.	\$348.	\$284.	\$186.
1/2 Page Horizontal	7.57" x	4.95"	\$430	\$340	\$200	\$697.	\$550.	\$324.
1/2 Page Vertical	7.57" x	4.95"	\$430	\$340	\$200	\$697.	\$550.	\$324.
Full Page	7.59" x	9.995"	\$640.	\$515.	\$345	\$1037.	\$834.	\$558.
Full Page / Inside Front Cover	7.59" x	9.995"	\$772.	\$635.	\$410.	\$1251.	\$1028.	\$664.
Full Page / Inside Back Cover	7.59" x	9.995"	\$772.	\$635.	\$410.	\$1251.	\$1028.	\$664.
Full Page / Back Cover	8.375" x	8.875"	\$845.	\$685	\$450.	\$1372.	\$425.	\$729.

#### FOR SEVRAR USE ONLY

SEVRAR Membership verified by \_\_\_\_\_

SEVRAR Member ID# \_\_\_\_\_

Member Ad Price Per Issue \$ \_\_\_\_\_

Non-Member Ad Price Per Issue \$ \_\_\_\_\_

Design Fee (\$30 / hr.) \$ \_\_\_\_\_

Subtotal \$ \_\_\_\_\_

City Tax (1.5%) \$ \_\_\_\_\_

TOTAL DUE (per Issue) \$ \_\_\_\_\_

### 1. ADVERTISER INFORMATION

Name \_\_\_\_\_ Company \_\_\_\_\_  Yes  No SEVRAR Member Name of Association \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail Address \_\_\_\_\_

2. ADVERTISEMENT SIZE  1/6h  1/6v  1/4h  1/4v  1/3  1/2h  1/2v  
 FP  FP IFC  FP IBC  FP BC

3. MEMBERSHIP STATUS  SEVRAR Member  Non-Member

4. RATE  \$ \_\_\_\_\_ (per issue)

5. ARTWORK FORMAT  \_\_\_\_\_ (Please indicate the file format your artwork will be provided. PDF, TIFF, EPS, JPG, etc.)  
 4-Color  2-Color  Black & White

6. ISSUE INFO & DEADLINES (Please select starting issue and/or all issues you would like your ad to appear.)

Issue/s	Issue	Ad Deadline - Issue Closes (Artwork & Editorial Content is due.)	Mail Date	Editorial Topics
<input type="checkbox"/>	Jan / Feb 07	Wed. Dec 20, 2006	Jan 15, 2007	2007 Board Installation Ceremony
<input type="checkbox"/>	Mar / Apr 07	Tue. Feb 20, 2007	Mar 15, 2007	SEVRAR Member Home Showcase
<input type="checkbox"/>	May / Jun 07	Fri. Apr 20, 2007	May 15, 2007	Committee News & Association Update
<input type="checkbox"/>	Jul / Aug 07	Wed. Jun 20, 2007	Jul 15, 2007	Special Election Issue / REALTOR® Expo
<input type="checkbox"/>	Sep / Oct 07	Mon. Aug 20, 2007	Sep 15, 2007	REALTOR® Safety / Chili Cook-Off
<input type="checkbox"/>	Nov / Dec 07	Sat. Oct 20, 2007	Nov 15, 2007	Election Results / 2007 - A Year in Review

### 7. ADVERTISING AUTHORIZATION

I have read and understand the advertising policies set forth. I agree to the terms of this contract.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

### 8. PAYMENT / BILLING

- I authorize SEVRAR to charge my credit card after each issue is published and for the term of this contract. (SEVRAR will send a copy of the invoice and tear sheet as "proof of performance".)
- Please bill me. (SEVRAR will send an invoice and tear sheet as "proof of performance". The invoice will be due upon receipt.)

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Signature \_\_\_\_\_ Amex MasterCard Visa

#### ADVERTISING POLICIES

**1. Contracts**  
Contract period is one year. Advertising must be inserted within 12 months of the first insertion to earn the frequency discount. Cancellations of any portion of a contract nullify all rate protection for the remainder of a contracted schedule.

**2. Rates**  
Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on the past and subsequent insertions to reflect actual space used at the earned frequency rate. Credits earned by increasing frequency during a contract year will be applied to future billing for space. No cash rebates will be issued. There is no extra charge for bleed advertisements. Rates are exclusive of all federal, state, municipal, or other political subdivisions, excise, sales, use, property, or like taxes now in force or enacted in the future.

**3. Due Dates and Regulations**  
Cancellations or changes in orders may not be made by the advertiser or its agency after the space reservation closing date of the issue in which the advertisement is to appear. If suitable advertising material is not received by the due date or cancellation or changes are made after the closing date, space will be billed based on prevailing insertion order. Advertising materials not received by final closing date for receipt of materials will not be entitled to revisions, changes, cancellations, approvals, or guarantees in color matches.

**4. Copy and Contract Regulations**  
All insertion orders are accepted subject to provisions of the current rate card. All advertising and its contents are subject to acceptance by the publisher. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, contract, or position commitment at any time without cause. Publisher reserves the right to edit all copy and refuse advertisements that are not deemed suitable for publication, or do not conform to policies of the publisher, as determined by the publisher. The publication of an advertisement by publisher is not an endorsement of the advertiser nor the products or services advertised. Publisher assumes no responsibility for claims or statements made in an advertisement. Without the prior consent of publisher, an advertiser may not incorporate in an advertisement or other publication the fact that a product or service has been advertised in the publisher's publication. If advertising material appears in an editorial-like format, the publisher reserves the right and must add the word "advertisement" prominently above or below the copy. Publisher shall have no liability for errors in material submitted by the advertiser or its agent. This includes electronic materials. Publisher assumes no responsibility or liability for loss of profit, loss of business, or any other damage as a result of any error or omission in or related to an advertisement. Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits for libel, violation of rights of privacy, plagiarism, or copyright infringements. Any order may be cancelled by the publisher if the advertiser or agent fails to pay accounts when due. The difference between rates billed and rates earned on space used shall become due and payable immediately. The publisher reserves the right to select advertisement location for the ROP advertisements, unless advertiser has paid for a special position. Any disputes between publisher and/or advertiser and/or advertiser's agency will be decided by an independent arbitration service selected by the publisher. Conditions, other than rates, are subject to change by publisher without notice. The publisher and advertiser are not liable for delays in delivery and/or non-delivery including but not limited to an act of God, action by any governmental or quasigovernmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor shortage, transportation interruption of any type, work slowdown, or any condition beyond the control of the publisher. 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 that advertiser or its agency ordered and that advertising was published. If advertiser and/or its advertising agency fails to pay such monies as are due and payable to the publisher, advertiser agrees to pay all costs, including reasonable attorney's fees expended in collecting overdue charges and interest on the unpaid balance at the rate of 1.5 percent per month or the maximum lawful rate, whichever is higher.

No conditions other than those set forth in the advertising rate card from SEVRAR shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of SEVRAR's rate card.

**1/2 Page Vertical**

4.95" x 7.57"

**Full Page  
Inside Front Cover  
Inside Back Cover**

9.995" x 7.59"

**SEVRAR**  
News Magazine

**2007 Advertising Specifications**

**Finished Magazine Size:** 8.375" x 10.875"

**Artwork / File Formats:**

Acceptable artwork includes; Adobe Illustrator EPS, Quark XPress, or Adobe Photoshop (PDF), TIF, EPS, or JPG (minimum 300 dpi). Remember to include all linked artwork and fonts. PDF files are accepted providing they are saved to high resolution format typical to meet a commercial offset and/or web press standards.

**PLEASE NOTE: Files provided in MS WORD, EXCEL are NOT acceptable and cannot be used.**

Except for the inside front cover, inside back cover, and back cover, advertising positions are not guaranteed.

**Artwork via Email:**

Use the same formats listed above and compress files to limit size and email to: [wyndi@sevrar.com](mailto:wyndi@sevrar.com).

**Graphic Design Services:**

Available at \$30 per hour.

**Alterations:**

Accommodations will be made for making any alterations if it does not delay the print schedule.

Advertisements will be accepted in full color, 2 color, or black and white, with no additional charge for color.

*\*Rates effective January 2007 and are subject to change.*

**1/2 Page Horizontal**

7.57" x 4.95"

**1/4 Page Horizontal**

5.75" x 2.43"

**1/6 Page Horizontal**

5.00" x 2.275"

**Back Cover**

8.375" x 8.875"

**1/3 Page**

5.001" x 6.62"

**1/4 Page Horizontal**

2.45" x 7.59"

**1/6 Page Vertical**

2.375" x 4.705"