

Sarasota Association of REALTORS® Inc.
Sarasota Realtor® Magazine
Advertising Agreement 2011

****Please fill out both pages completely and fax both pages to 921-2074****

Advertiser name: _____

Complete address: _____

Ad Size _____ Start Month/Year _____ End Month/Year _____

Cost Per Month _____ X Frequency _____ Are you a Member of the SAR? _____

Contact Person _____ Phone _____ FAX _____

Bill To: (include name and address if different from above): _____

Payment by Credit Card: (Type) Visa MasterCard American Express (Note: Payment processed on the 15th of the month prior to publication.)

Credit Card Number _____ Exp. Date _____ CSV _____

Signature _____

E-mail address of Contact Person: _____

Display Ad Rates Per Month* (4-color Process)
Prices Below Don't Reflect SAR 10% Member Discount

Width x Height		1 X	3 X	6 X	12 X
Full Page	8.5" x 11"	\$900	\$810	\$720	\$630
Half Page	7.5" x 4.9375 (horizontal) 3.6875" x 10" (vertical)	\$550	\$500	\$450	\$400
Quarter Page (vertical only)	4.9375" x 3.6875"	\$325	\$300	\$275	\$250
Sixth Page	4.96875" x 2.4375" (vertical) 2.4375" x 4.96875" (horizontal)	\$200	\$180	\$160	\$140
NEW! Business Card (1/10th page)		\$99	\$95	\$85	\$75
Double-page spread	(17.25" x 11.25") (sorry, no discounts apply)	\$1,425	\$1,280	\$1,160	\$1,000
Covers: (sorry, no discounts apply)					
Inside Cover (Back or Front)		\$1,100	\$1,000	\$900	\$800

***Ads must run consecutively for discounts. If the contracted advertising period is reduced by the advertiser for any reason, the single-run ad rate will apply for all previously published ads, and payment will be due immediately.**

Artwork

Ads must be submitted camera-ready in one of the following formats: .jpg, .tiff, .pdf, .eps, or high-resolution. Ads can be submitted on a CD, or e-mailed to the attention of **Ray Porter** at ray@sarasotarealtors.com. Referrals for ad creation and art services supplied upon request.

Member Discounts

Members of the Sarasota Association of Realtors® receive a 10 percent discount on ad rates, except where otherwise indicated. Rates are not commissionable. All rates are net. Invoices are sent monthly and are payable upon receipt. Each invoice is accompanied by a complimentary copy of the current issue of *Sarasota Realtor*® Magazine.

Deadlines

Camera-ready ads must be received by the **fifth business day of the month prior to issue date**. Materials arriving after the deadline will not be published until the next issue. Space is limited. *All ad placement is subject to space availability.*

Policies

The Sarasota Association of Realtors® is dedicated to producing a high-quality magazine. The following policies will assist us in meeting that goal:

Sarasota Realtor® reserves the right to reject any advertisement that conflicts with its principles and standards.

Sarasota Realtor® reserves the right to require proof that an advertisement is not defamatory, libelous, fraudulent, misleading, deceptive, false or obtained in violation of the proprietary or equal opportunity rights of any person.

Sarasota Realtor® will not accept real estate company recruitment or “image” advertisements, or advertisements it deems in poor taste or objectionable to its members.

The advertising of products or services in *Sarasota Realtor*® shall not constitute approval or endorsement of those products or services by the Sarasota Association of Realtors®. All advertising is subject to the approval of the Chief Executive Officer of Sarasota Association of Realtors®.

***** Invoices must be paid within 10 days upon receipt. If payment is not made within said time, the account will bear interest at the highest rate allowed by law and a late fee of \$25 will also be imposed. All payments on the account shall be applied first to interest, then to the late payments and then to attorney’s fees and costs. In addition, the advertiser will be fully responsible for any costs incurred for action taken on the account to include attorney’s fees and court costs. Any action for collection shall take place in Sarasota County and Florida law shall govern.***

Advertiser Signature _____ Date _____

Please fill in the information on Page 1, sign above, and FAX both pages to Ray Porter at 941.921.2074. Thank you!

For additional information please contact:
Ray Porter, Director of Communications at 941.328.1168
Or email: ray@sarasotarealtors.com