

IN CONTRACT



Reach more than 8,000 central Ohio real estate professionals through *IN CONTRACT* – the official publication of Columbus REALTORS®.

IN CONTRACT is the only magazine that reaches all central Ohio REALTORS®. In addition to industry related articles and statistics, the magazine includes information on REALTOR® programs and events, member recognition/news, education classes, and articles/perspectives written by members. To sell the 30,000+ properties in our area each year, our members meet thousands of buyers and sellers. Advertising your products and services in our publication, can help you reach both REALTORS® and their clients with the effective, targeted exposure your company wants for its advertising dollars.



Contact Us:

Jules Coleman or Samuel Brody-Boyd

Email: InContractMag@columbusrealtors.com • Phone: (614) 475-4000

Artwork

Advertisement Sizes	Width	Depth
Full Page	7.5"	10"
Full Page (w/ 1/8" bleed)	8.625"	11.125"
Back Cover	7.5"	7.5"
Half Page	7.5"	4.75"
One-third Page	4.75"	4.75"
One-quarter Page (H)	4.75"	3.625"
One-quarter Page (V)	3.625"	4.75"
One-sixth Page	2.25"	4.75"
One-sixth Page	4.75"	2.25"

Ad Rates

4 Color		Member	Non Member
FP	1 time rate	\$1,145	\$1,349
	3 time rate	\$1,034	\$1,213
	6 time rate	\$935	\$1,092
1/2p	1 time rate	\$1,008	\$1,187
	3 time rate	\$908	\$1,066
	6 time rate	\$819	\$961
1/3p	1 time rate	\$887	\$1,045
	3 time rate	\$803	\$940
	6 time rate	\$719	\$845
1/4p	1 time rate	\$556	\$662
	3 time rate	\$504	\$598
	6 time rate	\$452	\$536
1/6p	1 time rate	\$410	\$472
	3 time rate	\$274	\$304
	6 time rate	\$242	\$262

Premium Positions

Inside Front			
	3 time rate	\$1,360	\$1,465
	6 time rate	\$1,139	\$1,244
Inside Back			
	3 time rate	\$1,255	\$1,360
	6 time rate	\$1,034	\$1,139
Back Cover			
	3 time rate	\$1,622	\$1,727
	6 time rate	\$1,423	\$1,526

Printer Specifications

Printer: offset; line screen: 133 to 150; paper: 70 lb gloss enamel; binding: saddle stitched; publication length: 44-60 pages; bleed: 1/8th of an inch

Typesetting, advertising development and design services are available at \$40 per hour.

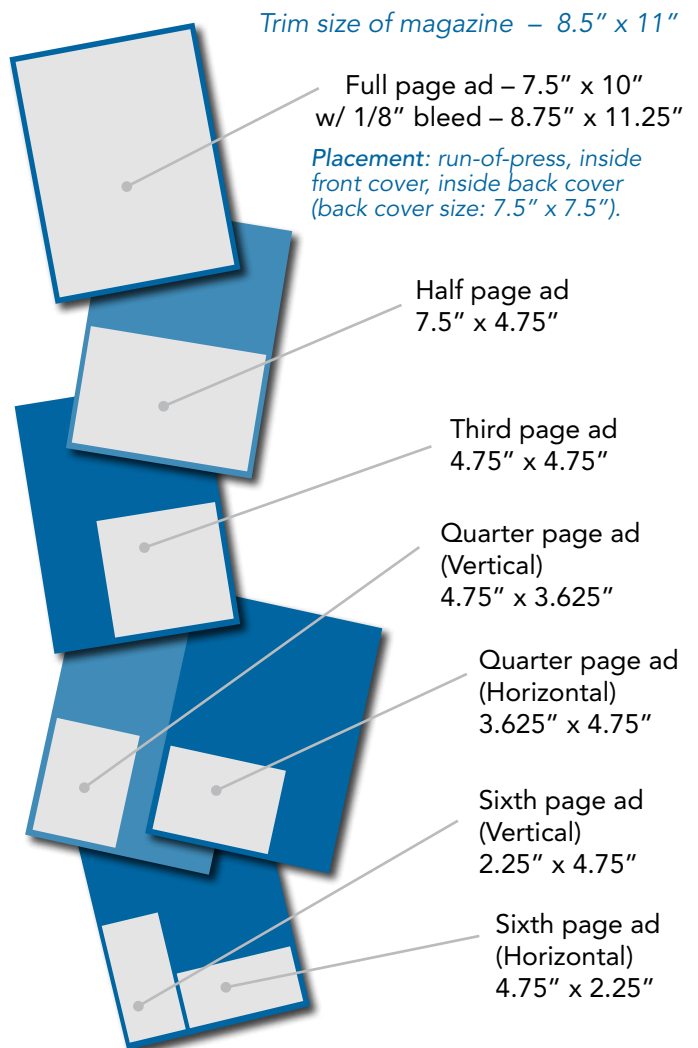
Advertising Policy

- No self promotion/recruitment advertising will be accepted from real estate agents/brokers.
- No cancellations will be accepted after the space confirmation deadline.
- Ads will be repeated according to contract or insertion order when new copy is not received by the Art Due deadline.

Closing Dates

Advertising space must be confirmed by the first day of the month prior to publication date. Art is due by the fifth day of the month prior to publication date.

Layout of Ad Sizes



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IN CONTRACT Advertising Agreement

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Advertiser: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: (____) _____ Fax: (____) _____

Email Address: _____

Advertising Agency: _____

Contact: _____ Phone: (____) _____ Fax: (____) _____

Email Address: _____

Billing Address (if different from advertiser): _____

City: _____ State: _____ Zip Code: _____

First month ad will run: _____

- Ad Size:
- | | |
|--|--|
| <input type="checkbox"/> full page | <input type="checkbox"/> one-quarter page vertical |
| <input type="checkbox"/> one-half page horizontal | <input type="checkbox"/> one-sixth page horizontal |
| <input type="checkbox"/> one-third page | <input type="checkbox"/> one-sixth page vertical |
| <input type="checkbox"/> one-quarter page horizontal | |

Number of insertions: 1x 3x 6x

Will you run the same ad each insertion? yes no

Place my ad in these issues:

- | | | |
|-----------------------------------|--------------------------------------|-----------------------------------|
| <input type="checkbox"/> Jan/Feb | <input type="checkbox"/> March/April | <input type="checkbox"/> May/June |
| <input type="checkbox"/> July/Aug | <input type="checkbox"/> Sept/Oct | <input type="checkbox"/> Nov/Dec |

Cost per insertion: \$ _____

- Contract ads will run in consecutive issues unless marked otherwise above.
- If new art is not received by the 5th day of the month prior to publication, the most recent ad will be picked up.
- Electronic art is required.
- Prepayment of the first ad is required of all first-time advertisers. Subsequent advertising will be billed per insertion.
- A fee (based on contract and issues run) will be charged for early cancellation of your advertising contract.
- All past due purchase accounts of 30 days or more, will have a 1.5 percent finance charge added to each account.

I understand that I am bound by the guidelines, deadlines and rates published on the advertising rate card.

Signature: _____

Name (printed or typed): _____

Title: _____ Date: _____