

# Georgia REALTOR®

www.garealtor.com



2020 Media Kit

# Rate Card & Specifications

*Georgia REALTOR®* is a quarterly publication that covers current hot topics with our feature articles, the most up-to-date legal information in “Legal Ease,” pertinent information on legislative issues, and a variety of other content throughout our pages. *Georgia REALTOR®* is printed and published online in February (Spring), May (Summer), August (Fall), and November (Winter). *Georgia REALTOR®* magazine is distributed to our 41,000+ members and industry affiliates throughout Georgia.

Ad prices below are for packages and full color is included in the price. Links to the advertiser’s website are provided in the digital edition at no extra charge.

**PREMIUM** – packages are all full page, annual commitments, with or without bleeds; can be billed in installments

- Back Cover - \$5,000.00
- Inside Front Cover - \$4,200.00
- Inside Back Cover - \$4,500.00

**ANNUAL** – includes all four issues – both digital and print; can be billed in installments

- Full page (with or without bleed) - \$4,200.00
- Half page (horizontal or vertical) - \$2,100.00
- Quarter page - \$1,700.00

**SEMI-ANNUAL** – includes two issues; you may indicate which issues in which you would like to appear; can be billed in installments

- Full page (with or without bleed) - \$2,600.00
- Half page (horizontal or vertical) - \$1,300.00
- Quarter page - \$1,000.00

**SINGLE ISSUE** – select from any issue; your ad will appear in both the printed version as well as the online version; ads invoiced for the full amount upon receipt of contract and ad will not run until invoice is paid in full

- Full page (with or without bleed) - \$1,600.00
- Half page (horizontal or vertical) - \$900.00
- Quarter page - \$700.00

\*All ad packages that total \$1,700.00 or less will be billed upon receipt of contract ad due in ad amount.

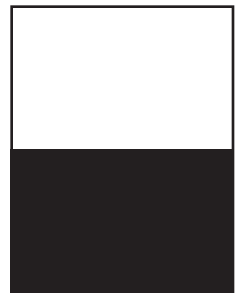
## Production Requirements

*All ads need to be furnished in CMYK. All support files need to be included as well (photos/logos/fonts). PDFs preferred; .EPS and .JPG file formats accepted. All images must have an effective resolution of no less than 300 dpi when placed in layout at 100 percent.*

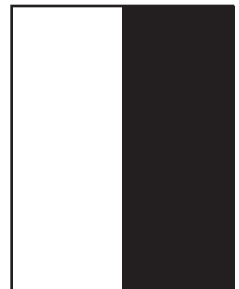
Space is limited - reserve your ad space today!



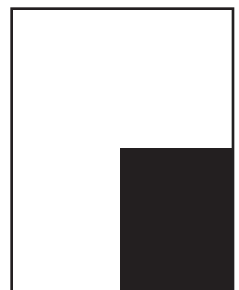
*Full page*  
*Trim - 8" x 10.875"*  
*Bleed - 8.25" x 11.125"*



*Half page - horizontal*  
*Trim - 7" x 4.875"*  
*Bleed - n/a*



*Half page - vertical*  
*Trim - 3.25" x 9.875"*  
*Bleed - n/a*



*Quarter page*  
*Trim - 3.25" x 4.875"*  
*Bleed - n/a*

# Georgia REALTOR® Advertising Agreement

Name of Advertiser: \_\_\_\_\_

Contact Name: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contract (check one): Annual   Semi-Annual   Digital   Premium   or   Single Issue (circle one):

Spring

Summer

Fall

Winter

Ad Size: \_\_\_\_\_

Agency (if applicable): \_\_\_\_\_

Agency Representative Name: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature: \_\_\_\_\_  
(company or agency representative)

Date: \_\_\_\_\_

*By signing this contract, you verify that you have read and will comply with all Georgia REALTOR® advertising policies; failure to do so may result in cancellation. Ad reservations totaling \$1,700 or less are due upon contract signing and will not run until paid in full.*

Please send all materials by deadline date to:

Haley Sutton  
Business Development Specialist  
hsutton@garealtor.com  
(p) 678.597.4112

# Guidelines & Policies

## 2020 Editorial Calendar

Issue	Ad Contract Deadline	Ad Artwork Deadline
Spring	December 5	December 15
Summer	March 23	April 2
Fall	June 22	July 1
Winter	September 23	October 2

*Georgia REALTOR® is the official publication of the Georgia Association of REALTORS®, Inc.*

### GEORGIA REALTOR® Advertising Policies

- Publisher cannot guarantee fixed positioning, except for inside front cover, inside back cover, and back cover.
- Additional costs may apply for premium positions.
- All materials must be received by deadline (see Ad Artwork Deadline above), or previous ad will be repeated.
- The publisher reserves the right to reject or to cancel any advertisement at any time.
- Advertisements that carry no signature or simulate editorial material (“advertorial”) are not permitted.
- Advertisers must submit ad materials in acceptable format (see “Production Requirements”). Editor does not produce or design advertisements.
- Advertisers and advertising agencies shall assume liability for all content (including text, representation and illustration) of advertisements printed, and shall also assume responsibility for any claims arising there from made against the publisher.
- In the event of non-payment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and separately liable for such monies as are due and payable to the publisher.
- The publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, acts of government or government instrumentality (whether federal, state, or local), strikes, accidents, work stoppages, fire or any other circumstances beyond the control of the publisher.
- All accounts are due and payable upon receipt of invoice.

### Cancellations

- No cancellations or changes in orders will be considered unless submitted to the publisher in writing (e-mail is acceptable).
- Orders for cover advertising are accepted on a non-cancelable basis only.



**Contact**  
Haley Sutton  
Business Development Specialist  
(678) 597-4112  
hsutton@garealtor.com

