

River City REALTOR® Advertising Policy

Advertising Costs/Policy

There are 4 standard sizes of ads for you to choose from. The sizes and cost is as follows:

- 7.5" W x 3.0" H – Cost per quarter is \$168.00
- 3.25"W x 3.0" H – Cost per quarter is \$75.00
- 3.25" W x 4.25" H – Cost per quarter is \$105.00
- 7.5"W x 2.25" H – Cost per quarter is \$126.00

The amount of advertising in the newsletter may not exceed 25% of the entire body of content. If maximum is achieved, anyone interested in advertising in the "River City REALTOR®" will be put on a waiting list and contacted as space becomes available. The cost to put one flyer in the Newsletter for one month is \$150.00. The flyer must be sent in advance for proofing.

A new same size ad can be submitted for change during the existing quarter but a change in size of ad can only be submitted by the 25th of the month prior to the next quarter.

Billing

Ads in the "River City REALTOR®" will be billed in advance quarterly. The billing will be mailed during the first week of the quarter. If payment is not received by the 15th of the last month of the quarter, the ad will be pulled. If the newsletter is at its maximum for ads, the first in line on the waiting list will be contacted for ad placement. Once the past due amount is paid, the ad will resume if maximum is not achieved. If advertising is at max, party requesting ad will be put on a waiting list.

Discontinue Advertising

Notice to discontinue advertising in the River City REALTOR® must be in writing. No refunds will be given.

File Formats

Fonts should be embedded in PDFs, and JPGs should be at least 300 dpi at the size they will be printed. Word files and Microsoft Publisher files are not accepted.

Production Charges

Materials that do not meet the above requirements will incur production charges (charges will vary). LARA cannot assume responsibility for reproduction quality as a result of materials furnished, incomplete, not conforming to specifications or provided in poor condition.

Contact Information

Email: Char Glocke – cglocke@larawebsite.com or Kristal – membershipservices@larawebsite.com

7.5×3
\$56 per month

7.5×2.25
\$42 per month

3.25×3
\$25 per
month

3.25×4.25
\$35 per
month