

2012 RATE CARD

REAL ESTATE LEADER

Real Estate LEADER, is the **ONLY** quarterly statewide publication serving the Mississippi real estate profession with timely information on trends and best practices, tools and resources for professional development and news about innovative business and community leaders.

Readership: 6,000 Mississippi REALTORS®, legislators, civic and community leaders

Ad sizes:

Full Page: 7.375" x 10.125" Bleed: 8.375" x 11.125"
 1/2 Page Horizontal: 7.5" x 5" Bleed: 8.375" x 5.514"
 1/2 Page Vertical: 3.625" x 10"
 1/4 Page Vertical: 3.625" x 5"
 Referral Ads: 3.454" x 1.975"

Specifications:

All ads must be in electronic format.
 Acceptable file formats: PDF, JPG, TIF, EPS
 All files must be 300 dpi or greater. Color ads must be cmyk. Embed fonts when making a pdf file.

NO MICROSOFT WORD OR PUBLISHER FILES.



www.msrealtors.org

Real Estate LEADER magazine is a four-color publication printed on coated stock.

Ad Rates:

Four-Color	4X	2X	1X
Back Cover	\$1086	\$1187	\$1276
Inside Front Cover	\$1013	\$1108	\$1192
Inside Back Cover	\$956	\$1045	\$1123
Full Page	\$907	\$993	\$1068
Inside Front Cover 1/2 Page	\$669	\$715	\$773
Inside Back Cover 1/2 Page	\$657	\$683	\$751
1/2 Page	\$609	\$646	\$717
1/4 Page	\$420	\$461	\$495

Black & White	4X	2X	1X
Back Cover	\$848	\$927	\$998
Inside Front Cover	\$778	\$850	\$914
Inside Back Cover	\$718	\$786	\$845
Full Page	\$672	\$734	\$798
Inside Front Cover 1/2 Page	\$418	\$445	\$495
Inside Back Cover 1/2 Page	\$397	\$429	\$472
1/2 Page	\$374	\$408	\$439
1/4 Page	\$201	\$233	\$259

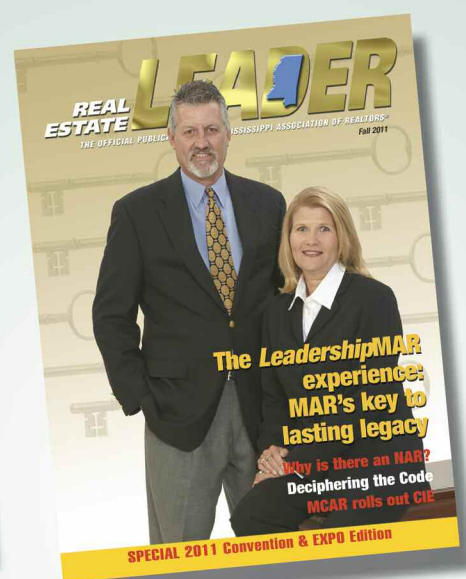
Referral Ads

Business Card Size (Four-color)	\$80	\$90	\$100
Mini Referral	\$20	\$25	\$30

Real Estate LEADER Ad Deadlines

Issue	Reserve ad space	Ad materials due	Mail date
Spring	March 5, 2012	March 12, 2012	April 9, 2012
Summer	June 4, 2012	June 11, 2012	July 16, 2012
Fall	October 1, 2012	October 15, 2012	(Digital issue) Nov. 12, 2012
Winter	December 10, 2012	January 4, 2012	January 21, 2013

2012 rates are subject to change.



Advertising Regulations

All advertising accepted is subject to the approval of the publisher. The advertiser and advertising agency assume liability for entire content of advertisements printed and also assume responsibility for any claims therefrom made against the publisher.

Publisher is not responsible for errors in key numbers or other elements of any advertising typeset by the publisher.

A written insertion order is required for any advertisement.

Copy submission is the responsibility of the advertiser and/or advertising agency. No cancellation will be accepted after the closing date for space, and cancellations must be submitted in writing.

Advertisement of last insertion will run if copy is not received by specified closing date; if no previous insertion, client is liable for cost of contracted space not used, and space will be re-allocated at the discretion of the publisher.

No advertisement will be accepted from any non-member individual or organization that directly competes with a Mississippi REALTOR® or with the Mississippi Association of REALTORS®.

For more information



Contact Kathy Whitfield
MAR's Marketing &
Communications Director
601-932-5241, ext. 24
kwhitfield@msrealtors.org



Mississippi Association of REALTORS®

P.O. Box 321000
Jackson, MS 39232-1000
Toll-free (inside Mississippi):
800-747-1103
Tel: 601-932-5241
Fax: 601-932-0382
Website: www.msrealtors.org

2012 Advertising Application Agreement & Contract

Real Estate LEADER Magazine ad request:

Please indicate your request by checking the appropriate boxes below:

Four Color	4X	2X	1X
Back Cover	\$1086	\$1187	\$1276
<input type="checkbox"/> Inside Front Cover	\$1013	\$1103	\$1192
<input type="checkbox"/> Inside Back Cover	\$956	\$1045	\$1123
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Referral Ads

- Business Card Size Four color \$80 \$90 \$100
 Mini Referral \$20 \$25 \$30

A business card must accompany any referral ad application.

Please indicate which 2012 - 2013 issue(s) in which you would like your advertisement to appear:

- Spring (April) Summer (July) Fall (October) Winter (January)

Company Name: _____

Contact: _____

Title: _____

Address: _____

City/State/Zip: _____

Telephone: _____

E-mail: _____

Advertising Agency (if applicable): _____

Advertising Agency Contact: _____ Telephone: _____

Payment:

All print advertisers (excluding referral advertisers) will receive a copy of the publication in which their advertisement appeared along with an invoice.

ADVERTISERS ARE REQUIRED TO PAY FOR THEIR ADVERTISEMENTS IN ADVANCE

Amount: _____

Please charge my: VISA MC Discover Am/Ex

Card Number: _____ Exp. Date: _____

My check is enclosed (made payable to the Mississippi Association of REALTORS®)

This application for advertising space represents a commitment to advertise and shall serve as a binding agreement between the parties. Refer to the advertising regulations.

Authorized Signature (required): _____

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