

SVAR**SOUTHSIDE VIRGINIA
ASSOCIATION OF REALTORS®****The Southside****REALTOR®**

2017 MAGAZINE ADVERTISING OPPORTUNITIES

Approximately 600 copies of each issue of *The Southside REALTOR®* will be published each quarter by the Southside Virginia Association of REALTORS® (SVAR). Subscriptions are included in the annual dues paid by members.

Be seen by real estate professionals all across the Southside, including the cities of Colonial Heights, Emporia, Hopewell and Petersburg, the towns of Chester and Ettrick, and the counties of Dinwiddie, Greensville, Prince George, Surry, Sussex and part of Chesterfield County. That's quite a reach! Choose your ad size and frequency below.

Company: _____

Contact Name: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Ad Sizes, Rates & Specs (Non-members must add \$50)

- | | | |
|--|-------|---------------------|
| <input type="checkbox"/> Back Cover | \$500 | (7.875" w x 7.5" h) |
| <input type="checkbox"/> Inside Front Cover | \$500 | (7.875" w x 10" h) |
| <input type="checkbox"/> Inside Back Cover | \$500 | (7.875" w x 10" h) |
| <input type="checkbox"/> Full Page Ad | \$450 | (7.875" w x 10" h) |
| <input type="checkbox"/> Half Page Ad | \$250 | (7.875" w x 4.5" h) |
| <input type="checkbox"/> Strip Ad (along bottom) | \$175 | (7.875" w x 2" h) |
| <input type="checkbox"/> Directory Page Ad | \$125 | (3.75" w x 2" h) |

Advertising Deadlines

- | Issue | Deadline |
|---------------------------------------|----------|
| <input type="checkbox"/> 1st qtr 2017 | Feb. 17 |
| <input type="checkbox"/> 2nd qtr 2017 | May 19 |
| <input type="checkbox"/> 3rd qtr 2017 | Aug. 18 |
| <input type="checkbox"/> 4th qtr 2017 | Nov. 17 |

Ad artwork should be at least 300 dpi, CMYK, with all fonts converted to outlines. **PDF is preferred.** (ZIP, DOCM, and XLSM files will be blocked by our firewall.) Design services are available for a fee. We do not offer full bleed for any size or position.

Sign up for a full year and receive a 10% discount!

Method of Payment

Check enclosed (payable to SVAR) **OR** Charge my: VISA MC AMEX DISC in the amount of: \$ _____

Name on Card: _____ Signature: _____

(The following information will be shredded.)

Card#: _____ Exp. Date: _____



Southside Virginia Association of REALTORS®
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PRACTICES AND PROTOCOL

The Southside REALTOR® shall be produced quarterly as a service to the membership of the Southside Virginia Association of REALTORS® as a conveyance of news, information and advertising pertinent to REALTOR® and Affiliate members.

Advertising shall be open to SVAR Affiliate members, new-homes communities and, at an additional cost, those businesses that are not members of SVAR.

Advertisement is not open to REALTORS® except for the express purpose of advertising new-homes communities, in which case real estate company contact information for the community must be provided, but may not include specific REALTOR® identification.

No advertising will be accepted for tobacco or alcohol products.

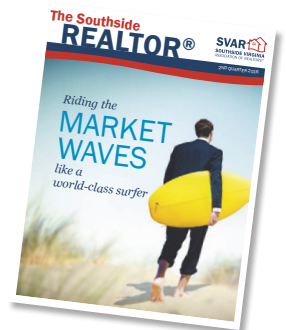
All advertisers must submit a contract, specified as “*The Southside REALTOR®* Magazine Advertising Opportunities,” and must include payment as indicated on said contract. Contracts must be submitted to the Southside Virginia Association of REALTORS®, 114 Maple Grove Ave., Colonial Heights, VA 23834, for the intended issue by 5 p.m. on the specified advertising deadline date reflected on the contract.

Questions regarding the advertising contract shall be directed to Joe Croce, CEO of The Southside Virginia Association of REALTORS®, at (804) 520-4496 or jcroce@svarealtors.com.

DESIGN SERVICES

For advertisers who require assistance with their artwork, design services are available. The award-winning graphic design department at Organization Management Group (SVAR’s management company, who publishes *The Southside REALTOR®*) can craft an ad to your specifications. Rates start at \$60/hour.

Ad artwork that is submitted in any format that is not 300dpi, CMYK, with fonts converted to outlines, may incur a design fee in order to make acceptable for publication. (For example, MS Word documents, GIFs, or PowerPoint slides are not acceptable formats. PDF or JPG will usually be fine if they follow the guidelines above. Please note that ZIP, DOCM, and XLSM files will be BLOCKED by our firewall.)



Thank You!