

2010 REALTOR'S® Ink Ad Rates & Specs

REALTOR'S® Ink, the official publication of the Akron Area Board of REALTORS®

REALTOR'S® Ink is the only publication targeting real estate professionals in the Summit County area. Only AABOR members are able to advertise in REALTOR'S® Ink.

Advertising in REALTOR'S® Ink enables you to increase your profits, capture more market share, and gain more recognition for yourself, your product, or your service. It's simple and cost effective to advertise in REALTOR'S® Ink, the official newsletter of the Akron Area Board of REALTORS®.

REALTOR'S® Ink reaches real estate professionals in communities throughout Summit County and parts of Cuyahoga, Medina, Portage, Stark and Wayne counties.

CIRCULATION INFO

REALTOR'S® Ink is emailed 12 times per year to REALTOR® and Affiliate members of the Akron Area Board of REALTORS®. REALTOR'S® Ink will also be available online at www.AABOR.com, with past issues archived, including ads.

RATES & SPECS

This year, AABOR is offering six and three issue contracts at discounted add rates. These multiple issue offers will also be available for the second half of 2010. Multiple issue contracts will be billed at the beginning of each contract cycle. The prices below represent the per issue cost.

Advertising Rates

	<u>Open</u>	<u>3x</u>	<u>6x</u>
1/2 Page	\$130	\$110	\$85
1/4 Page	\$75	\$65	\$50
1/8 Page	\$45	\$40	\$30

*Camera ready ad copy is due by the posted deadlines. Ad creation available through AABOR for the following fees:

1/2 Page - \$50; and 1/4 & 1/8 Page - \$25.

Ad Dimensions

<u>Ad Size</u>	<u>Dimensions</u>
1/2 Page horz.	7 15/16" x 5"
1/2 Page vert.	3 7/8" x 9 7/8"
1/4 Page horz.	3 7/8" x 5"
1/4 Page vert.	1 7/8" x 9 7/8"
1/8 Page horz.	3 7/8" x 2 1/2"
1/8 Page vert.	1 7/8" x 5"

DEADLINE & DISTRIBUTION DATES

REALTOR'S® INK is published 12 times per year and is emailed the first Friday of the month. *Note: Because of the New Year's holiday the January 2010 issue will be emailed the second Friday of the month – Friday, January 8, 2010. Each issue will also be available at www.AABOR.com. Listed below are the deadline and publication dates for the first half 2010 issues of REALTOR'S® INK. **These deadlines also apply to all editorial copy being submitted for REALTOR'S® INK.

FIRST HALF 2010

<u>Copy Deadline</u>	<u>Publication Date</u>
Dec. 10, 2009	*Jan. 8, 2010
Jan. 10, 2010	Feb. 5, 2010
Feb. 10, 2010	March 5, 2010
March 10, 2010	April 2, 2010
April 10, 2010	May 7, 2010
May 10, 2010	June 4, 2010

CONTACT INFO

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2010 REALTOR'S® INK ADVERTISING CONTRACT

REALTOR'S® INK, the official newsletter of the Akron Area Board of REALTORS® has a per issue circulation of more than 1,500 real estate professionals. REALTOR'S® Ink is emailed directly to our REALTOR® and Affiliate members, as well as being available online at www.AABOR.com.

REALTOR'S® INK keeps our members abreast of legislative news and issues affecting the real estate industry, offers education information, reports on AABOR projects and events, and features our members and their activities.

Because of the importance of this media outlet, advertising in REALTOR'S® INK is one of the best decisions your company can make. REALTOR'S® Ink went Green in 2008, becoming an online publication available at www.AABOR.com and via email. This move enabled us to increase the number of issues to 12, while also cutting advertising rates by 50 percent! Per month rates are reduced with a six or three issue contract. Payment for six or three issue contracts is due at the beginning of the contract period. Multiple issue contracts are available bi annually.

Contact REALTOR'S® INK Editor Carrie Hummel at 330.434.6677 ext 124 or Carrie.Hummel@AABOR.com for more information.

REALTOR'S® INK Advertising Policies

1. Position in REALTOR'S® INK will not be guaranteed.
2. Only ad sizes specified in the Rate and Spec brochure will be accepted.
3. No agency commissions.
4. Publisher reserves the right to reject any ad copy before printing. Furthermore, all ads are subject to approval by AABOR who is the final authority on placement. The following types of ads are prohibited: agent recruitment, real estate company or franchise promotion, or properties for sale. This list is not all-inclusive.
5. Camera-ready ad copy must be provided by copy deadline. If ad copy is not received by deadline, publisher reserves the right to repeat the previous ad in cases of multiple issue contracts.
6. Payment must accompany first ad. Ads will not be placed before receipt of payment.

Ad contact person: _____ Date: _____

Company: _____

Address: _____

City /State/ Zip: _____

Phone: _____ E-Mail Address: _____

Amount Enclosed: _____

() 6 Issue contract () 3 Issue contract () Open issue contract at _____ issues.

Please select an advertising size for REALTOR'S® INK.

() 1/2 Page () 1/4 Page () 1/8 Page

Signature: _____ Date: _____

Please return to: Akron Area Board of REALTORS®, PO Box 1663, Akron, OH 44309-1663, Attn: Carrie