

## Advertising reservation and credit card information

Please check off which advertising you would like to reserve space for, complete the credit card information at the bottom and fax to: Andrea, 831-464-2881 or mail to: SCCAR, Andrea Harbert, 2525 Main St., Soquel, CA 95073.

### REACH: *Due Date February 28, 2011 for reservation and ad copy.*

- |                                                                             |                                                    |
|-----------------------------------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> Display Ad: Full Color: \$225                      | <input type="checkbox"/> Inside front cover: \$600 |
| <input type="checkbox"/> Highlight It: Highlight your entire listing: \$100 | <input type="checkbox"/> Inside back cover: \$550  |
| <input type="checkbox"/> Bold It: Bold your business name: \$50             | <input type="checkbox"/> Back cover: \$700         |

### Web Advertising: *Space reservation is due the first Friday of the month prior to placement, Ad copy is due the second Friday of the month prior to placement.*

- |                                                                     |                                                      |
|---------------------------------------------------------------------|------------------------------------------------------|
| <input type="checkbox"/> Banner Ad, homepage: \$300 (min. 3 months) | <input type="checkbox"/> * Section Banner Ads: \$225 |
| <input type="checkbox"/> * Sidebar Ad: Size One; \$175              | <input type="checkbox"/> * Button Size: \$85         |
| <input type="checkbox"/> * Sidebar Ad: Size Two : \$125             |                                                      |

#### Options

- Homepage placement for sidebar & button ads: \$50  
 3 month subscription: less 5%     6 month subscription: less 10%     12 month subscription: less 15%

\* Pages available: About, Member Resources, Education, REALTOR Service Center, Members Only, News & Events, Event Calendar, eScoop, Newsletter Archives, Market Statistics, Consumer Resources

#### Placement and format

Ads are placed on a first come first served basis. Ad copy formats accepted, jpg, gif or png format. No flash animation.

### eNewsletter: *Space reservation is due the first Friday of the month prior to publication, Ad copy is due the second Friday of the month prior to publication.*

- Full page: \$150     Half page: \$115     Quarter page: \$70     Eighth page: \$40  
 12 month subscription: less 10%

#### Packages

- Option 1:  
Purchase 3 newsletter ads of any size and receive one month Web Ad (sidebar size two) and a 10% discount on a display ad in the SCCAR REACH
- Option 2:  
Purchase 3 web ads (any size) and receive two 8th page ads in the newsletter and a 10% discount on a display ad in the SCCAR REACH

#### Payment Information:

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Cash  Visa  MasterCard  American Express  Check payable to "SCCAR" Check No.: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Amount: \$ \_\_\_\_\_ Account#: \_\_\_\_\_ Exp. Date \_\_\_\_\_ Vin# \_\_\_\_\_

CC Billing Address: \_\_\_\_\_ Zip: \_\_\_\_\_

#### Terms & Conditions

1. If the advertiser cancels this agreement before it is completed the advertiser will be re-billed for all ads run at the base rate. In addition, the remaining contracted ad will be billed to the advertiser at the base rate for the remaining length of this agreement.
2. Contract or special discounts are not in effect for any special placement, feature home, promotional rates, or in addition to any special discounts.
3. Charges for advertising are due and payable when billing invoice is received. A. All accounts are considered past due after 30 days, and are subject to a 1.5% monthly service charge. B. **NO DISCOUNTS or credit will be extended to any account past due.**
4. Publisher reserves the right, in its sole discretion, to reject any advertising that is considers objectionable.