

2017

OFFICIAL PUBLICATION OF THE GREATER LAS VEGAS ASSOCIATION OF REALTORS®

SOUTHERN  
NEVADA

LASVEGASREALTOR.COM

REALTOR®

THE VOICE FOR REAL ESTATE IN SOUTHERN NEVADA

## AD SUBMISSIONS

**Deadlines: Ads due the 1st of the month PRIOR to issue date**

Advertisements must be submitted in electronic file format.

**Acceptable Formats:** Adobe Photoshop  
Acrobat  
Adobe Illustrator  
JPEG  
PDF  
EPS

**Jpeg Resolution:** 300 dpi

**Acceptable Media:** CD, DVD

**Delivery:**

**E-Mail:** If artwork files can be compressed to 10 MB or under, they may be e-mailed to:  
DBradford@glvar.org

**Snail Mail:** Greater Las Vegas Association of REALTORS®

Attn: Southern Nevada REALTOR® Magazine 1750 E. Sahara Ave Las Vegas NV 89104

*Files over 10 MB must be archived to acceptable media (see above) and delivered to the address above.*

**Questions:** Contact the Director of Marketing, Doug Bradford  
(702) 784-5038 or DBradford@glvar.org

### Dimensions

Space	Width	Depth
Full Page	7.5"	10"
*Premium	8.615"	11.125" ( <i>bleed</i> )
**Spread	17.25"	10.8625"
1/2 Page	7.5"	4.6"
1/4 Page	3.5"	4.6"

*\*Inside front & back covers, back cover*

*\*\* Spread spec sheet available upon request*

# Southern Nevada REALTOR®

The Official Publication of the Greater Las Vegas Association of REALTORS®

## ADVERTISING AGREEMENT

This agreement is between the Greater Las Vegas Association of REALTORS®, 1750 E. Sahara Avenue, Las Vegas, NV 89104, ("PUBLISHER"), and \_\_\_\_\_, ("ADVERTISER").

PRODUCTION SCHEDULE					
<input type="checkbox"/> January 2017	<input type="checkbox"/> May 2017	<input type="checkbox"/> September 2017			
<input type="checkbox"/> February 2017	<input type="checkbox"/> June 2017	<input type="checkbox"/> October 2017			
<input type="checkbox"/> March 2017	<input type="checkbox"/> July 2017	<input type="checkbox"/> November 2017			
<input type="checkbox"/> April 2017	<input type="checkbox"/> August 2017	<input type="checkbox"/> December 2017			

ADVERTISING RATES			
	SINGLE ISSUE Online Only	SINGLE ISSUE PRINTED & ONLINE (July, December)	2 or MORE ISSUES PRINTED & ONLINE (July, December Price is Per Issue)
<input type="checkbox"/> Cover (back)	<input type="checkbox"/> \$1,475.00	<input type="checkbox"/> \$1,855.00	<input type="checkbox"/> \$1,222.00
<input type="checkbox"/> Cover (Inside Front)	<input type="checkbox"/> \$1,525.00	<input type="checkbox"/> \$1,755.00	<input type="checkbox"/> \$1,253.00
<input type="checkbox"/> Cover (Inside Back)	<input type="checkbox"/> \$1,525.00	<input type="checkbox"/> \$1,725.00	<input type="checkbox"/> \$1,253.00
<input type="checkbox"/> Spread (Two Page)	<input type="checkbox"/> \$2,115.00	<input type="checkbox"/> \$2,799.00	<input type="checkbox"/> \$1,761.00
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$1,175.00	<input type="checkbox"/> \$1,555.00	<input type="checkbox"/> \$978.00
<input type="checkbox"/> Half Page	<input type="checkbox"/> \$785.00	<input type="checkbox"/> \$1,050.00	<input type="checkbox"/> \$654.00
<input type="checkbox"/> Quarter Page	<input type="checkbox"/> \$535.00	<input type="checkbox"/> \$750.00	<input type="checkbox"/> \$448.00

**Ads are accepted on a first-come first-served basis. All ad pricing is for 4-color artwork.**

Fees			
AD TYPE	NUMBER OF ISSUES	PRICE PER ISSUE	LINE TOTAL
		\$	\$
		\$	\$
		\$	\$
<b>TOTAL DUE</b>			<b>\$</b>

NOTE: Please complete the Advertiser Information Form attached as "Exhibit 1"  
This agreement is not valid without a completed advertiser information form.



ADVERTISER acknowledges that the Greater Las Vegas Association of REALTORS<sup>®</sup>, publishes the Southern Nevada REALTOR<sup>®</sup> magazine. In consideration of the mutual covenants contained in this Agreement, the parties agree as follows:

THE ADVERTISER:

- A. Agrees to purchase advertising in Southern Nevada REALTOR<sup>®</sup> as set forth in the tables on page 1.
- B. Agrees that PUBLISHER does not guarantee or agree to place the advertisement in a specific position in the Southern Nevada REALTOR<sup>®</sup>, unless the ADVERTISER reserves and pays for premium placement.
- C. Agrees to submit payment in full to PUBLISHER, upon signing this agreement. Failure to timely submit payment will result in ad not being run for that month.
- D. Agrees to provide camera-ready advertising materials to PUBLISHER not later than the first (1st) day of the month prior to the publication month. Such advertising materials shall meet the Advertising Specifications incorporated herein by this reference. Failure to meet the deadline or the specifications authorizes the PUBLISHER to publish the ad in the following issue.
- E. Agrees to assume sole responsibility for statements, materials, illustrations and/or photography contained in ADVERTISER'S advertising copy, and agrees to protect, indemnify and hold The Greater Las Vegas Association of REALTORS<sup>®</sup> harmless for any action taken against, liability or loss suffered relating to ADVERTISER'S advertising copy including: patents, copyrights, proprietary rights and all violations of the rights of privacy.
- F. Agrees to have read and fully understand the advertising rate schedule contained herein and acknowledges that PUBLISHER shall have the right to revise advertising rates upon 30 days written notice to ADVERTISER at the address listed below. Upon such notice, ADVERTISER may cancel or revise this agreement without penalty or continue this agreement under revised rate schedule. Submission of advertising copy and/or payment for subsequent issues shall constitute acceptance of revised rates.
- G. Agrees that the publication of any advertisement of a product, service, link, or education idea is not in any way to be construed as the approval, guarantee, or endorsement of PUBLISHER of such product, service, linked website, or idea, and PUBLISHER reserves the right to affirm such fact in the publication. Competitors in the area of Continuing Education and publications will not be permitted to advertise their CE programs or courses and publications in the Southern Nevada REALTOR<sup>®</sup>.
- H. Agrees that any right of recovery they may have against the PUBLISHER for failure to publish, inaccurate publishing or for any other reason shall be limited to a refund of its charges which may have been paid to it, or as an option, to publish the tendered advertising in the next available issue.
- I. Acknowledges and agrees that PUBLISHER reserves and has the right to reject or cancel any advertisement for any reason that PUBLISHER determines to be good and sufficient cause.
- J. Acknowledges that the term REALTOR<sup>®</sup> is a registered trademark of the National Association of REALTORS<sup>®</sup>— it should appear in all capital letters and must be followed by a Registration mark (®). Use of membership marks or any trademarks of the Greater Las Vegas Association of REALTORS<sup>®</sup> or any of the NATIONAL ASSOCIATION OF REALTORS<sup>®</sup> affiliate institutes, societies, or councils is subject to the approval of the PUBLISHER. PUBLISHER reserves the right to correct any advertising copy to conform to such guidelines or reject any copy that cannot be brought into compliance.
- K. Agrees to reimburse the PUBLISHER for all costs, expenses and attorney fees incurred in collecting past due amounts, or in enforcing the terms of this Agreement.
- L. Agrees that the undersigned ADVERTISER represents and warrants that they are authorized to enter into this Agreement and by signing below will bind the ADVERTISER to the terms of this Agreement.

THE PUBLISHER:

- A. Agrees to publish and distribute, either in print and/or online, the Southern Nevada REALTOR<sup>®</sup> to all members and affiliate members of the Greater Las Vegas Association of REALTORS<sup>®</sup> as well as additional subscribers, during the first week of the month.
- B. Agrees to exercise due care and diligence in the preparation, production, and distribution of each issue. PUBLISHER is not responsible for typographical errors, misprints or mistakes, or production delays for reasons beyond its control.
- C. Reserves the right to reject or cancel any advertisement deemed inappropriate for the publication at its sole discretion.
- D. Gives notice that all real estate advertising in the Southern Nevada REALTOR<sup>®</sup> is subject to the Federal Fair Housing Law which makes it illegal to advertise any preference, limitation or discrimination based on race, color, religion, sex, handicap, familial status or national origin, or an intention to make any such preference, limitation or discrimination.



**ADVERTISER**

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

AUTHORIZED BY: \_\_\_\_\_

NAME/TITLE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

**PAYMENT** *(Payment in full must accompany this signed agreement)*

Method of Payment *(Check one)*     VISA     MasterCard     AMEX     Check

Amount: \$ \_\_\_\_\_ Credit Card # \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CID # \_\_\_\_\_ (3 digits on the back of most credit cards or 4 digits on the front of AMEX)

Name: \_\_\_\_\_ (As it appears on credit card)

Signature: \_\_\_\_\_

**PUBLISHER'S ACCEPTANCE**

BY: \_\_\_\_\_ DATE: \_\_\_\_\_

ACCOUNT EXECUTIVE: \_\_\_\_\_

Effective January 1, 2017

When complete, please return via email to  
Director of Marketing, Doug Bradford, DBradford@glvar.org



THE UNITED VOICE FOR REALTORS® IN SOUTHERN NEVADA, AND THE CENTER FOR EDUCATION, BUSINESS TOOLS  
AND STANDARDS FOR PROFESSIONAL CONDUCT ESSENTIAL FOR A SUCCESSFUL CAREER IN REAL ESTATE.

**Exhibit 1**

**ADVERTISER INFORMATION**

This Completed Form MUST Accompany the Signed Advertising Agreement



Advertiser Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Zip Code: \_\_\_\_\_  
Phone Number: (    ) \_\_\_\_\_ FAX No (    ) \_\_\_\_\_  
Email: \_\_\_\_\_  
Website: HTTP:// \_\_\_\_\_  
*(Ad will be linked to)*



**Link Information**

HTTP Address: HTTP:// \_\_\_\_\_  
Email Address(s): \_\_\_\_\_  
*(If Applicable)*  
Email Address(s): \_\_\_\_\_  
*(If Applicable)*  
Email Address(s): \_\_\_\_\_  
*(If Applicable)*  
Email Address(s): \_\_\_\_\_  
*(If Applicable)*



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