

For every page of advertising you will receive a **50% credit toward free editorial coverage** in the form of a feature article and/or in our regular 'departments' sections (Industry News, Recent Transactions, Executive Moves, Professional Organizations). You may also 'donate' part of the space to your clients to use or contribute a paragraph on an educational topic in our Special Focus sections). You provide the text (up to 450 words equals one page) and photos, captions and credits. Editorial contributions may be used throughout the year and require a 30-day advance notice prior to our release dates. Ad materials and text are due by the 20<sup>th</sup> of the month.

AD FREQUENCY	EDITORIAL PACKAGE	PROGRAM		
		FULL PAGE	HALF PAGE	QUARTER PAGE
3x	Feature Story	N/A	N/A	N/A
	Departments	(3) 1/2 pages	(3) 1/4 pages	(2) 1/4 pages
	Price	\$7,500	\$5,595	\$4,620
6x	Feature Story	3-pages/1000*	2-pages/500*	N/A
	Departments	or (6) 1/2 pages	or (3) 1/2 pages	(3) 1/4 pages
	Price	\$13,800	\$11,550	\$8,580
9x	Feature Story	3-pages/1000*	2-pages/1000*	1-page/500*
	Departments	and (6) 1/2 pages	and (3) 1/2 pages	or (4) 1/4 pages
	Price	\$18,900	\$15,840	\$11,880
12x	Feature Story	3-pages/1000*	2-pages/1000*	1-page/500*
	Departments	and (3) full pages	and (1) full page	or (3) 1/2 pages
	Price	\$24,000	\$19,800	\$13,860

\*—number of reprints included in the package plus a pdf for website use and email blasts. Design assistance and writing assistance for feature articles and standard shipping & handling is included in the fee.

Yes, our firm would like to reserve the following \_\_\_x advertisement schedule for **one** year starting with your \_\_\_\_\_, 20\_\_ issue. We would like to run in the following issues:

\_\_\_ JAN \_\_\_ FEB \_\_\_ MAR \_\_\_ APR \_\_\_ MAY \_\_\_ JUN \_\_\_ JUL \_\_\_ AUG \_\_\_ SEP \_\_\_ OCT \_\_\_ NOV \_\_\_ DEC

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company \_\_\_\_\_ Email \_\_\_\_\_  
 Address \_\_\_\_\_ Floor/Suite \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_

- A) Please fax or mail this completed form to our Fort Lee headquarters. PREMG accepts jpeg, tif, eps or print quality pdfs (300 dpi min. for photos/logos and 2400 dpi for line art and text) via email or disk. **Please see Mechanical Specifications for more detailed explanation.** A 50% deposit is required six weeks prior to publication and the balance is due by the publication date. Make checks payable to: **Perspective Real Estate Media Group** according to the appropriate edition. Ads running in more than one edition (NY and/or NJ and/or SF) simultaneously receive a 25% discount off the second ad.
- B) Our ad/materials will be sent by \_\_\_/\_\_\_/\_\_\_ via e-mail (to **production@perspectiveREM**) or by mail/messenger to the Fort Lee office. **We are sending:**
  - email/camera-ready ad
  - email of logo/images/text for PREMG to design
  - CD/camera-ready ad

### Perspective Real Estate Media Group

NJ HEADQUARTERS: 2125 Center Avenue, Suite 406 • Fort Lee, NJ 07024 • Tel (201) 585-1572 • Fax (201) 585-1574

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