

# FAX BACK / INSERTION ORDER FORM

Yes, our firm would like to participate in your (specify month/theme) \_\_\_\_\_, **20** issue of **Perspective** \_\_\_\_\_ (specify **New York, New Jersey** or **South Florida**). We have checked the ad size (and design and/or writing assistance box, if applicable). We are reserving a:

- \_\_\_\_\_ **Five Page Feature Article:** A 2500-3000 word (max.) article for PREMG to custom design. The package includes 50 magazines and 1000 reprints of the article (plus cover with cover blurb)..... **\$6500.\***
- \_\_\_\_\_ **Three Page Feature Article:** A 1200-1500 word (max.) article for PREMG to custom design, 50 magazines and 1000 reprints of the article (plus cover with cover blurb)..... **\$5500.\***
- \_\_\_\_\_ **Two Page Feature Article:** A 1000 word (max.) article, 25 magazines, 500 reprints ..... **\$3950.\***
- \_\_\_\_\_ **One Page Feature Article:** A 500 word (max.) article, 15 magazines, 250 reprints ..... **\$2950.\***
- \_\_\_\_\_ **Writing Assistance:** No charge (Interview with PREMG writer should be scheduled for the week of: \_\_\_\_\_)

\* Self-authored articles will receive a discount of \$250, \$400, \$600 or \$750 respectively from the fees listed above.

AD SIZE	SPECS (WXH)*	COLOR	PRICE	MAGAZINES
<input type="checkbox"/> <b>Two Page Spread</b>	<b>17.00" x 11.00"</b>	<b>4/color</b>	<b>\$4750</b>	<b>25</b>
<input type="checkbox"/> <b>Full Page**</b>	<b>8.500" x 11.00"</b>	<b>4/color</b>	<b>2650</b>	<b>15</b>
<input type="checkbox"/> <b>1/2 Page</b>	<b>7.7825" x 4.825"</b>	<b>4/color</b>	<b>1950</b>	<b>10</b>
<input type="checkbox"/> <b>1/4 Page</b>	<b>3.625" x 4.825"</b>	<b>4/color</b>	<b>1500</b>	<b>5</b>
<input type="checkbox"/> <b>1/6 Page (Business Card)</b>	<b>3.50" x 2.00"</b>	<b>4/color</b>	<b>950</b>	<b>2</b>
<input type="checkbox"/> <b>Design Assistance:</b> No charge (Send text, logo & images. We will design your ad and send a proof for your approval.)				

\*\* Premium positions: \_\_\_ Back Cover - \$3500 \_\_\_ Inside Front Cover - \$3250 \_\_\_ Opposite TOC - \$3100 \_\_\_ Inside Back Cover - \$3000.

Please note all sizes shown at trim size. Spread and full page ads can be bled with the addition of a .125" bleed on all sides and .325" safety for live material. For Mechanical Specifications and questions please email your request to: [production@perspectiveREM.com](mailto:production@perspectiveREM.com). or check the website.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ Floor/Suite \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

- A) Our ad/materials will be sent by \_\_\_/\_\_\_/\_\_\_ via e-mail (to [production@perspectiveREM.com](mailto:production@perspectiveREM.com)) or by mail/ messenger to the address below. **We are sending:**
  - email/camera-ready ad
  - CD/camera-ready ad
  - email of logo/images/text for PREMG to design
- B) Materials for ads requiring design assistance must be received at our Fort Lee office by the **20th of the month preceding publication**. Designed ads will not run without your prior written approval.
- C) **Please fax this completed form to our NJ headquarters.** For more information please call Bob Greenberg, President/Editorial Director, at (201) 585-1572, x-15, or Michele Weisberg, Sales Coordinator, at x-10.
- D) **Ad Specifications:** 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. Camera-ready ads may arrive through the 25th of the month preceding publication. **Please see Mechanical Specifications for more detailed explanation.**
- E) **Payment:** Make checks payable to: **Perspective Real Estate Media Group** and please remit, along with a copy of this signed order form. **Payment is due 10 days prior to the publication date or your ad/article may not run.** Reprints will take 4-6 weeks after the issue is published.

## Perspective Real Estate Media Group

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

1440 Broadway, 23<sup>rd</sup> Floor • New York, NY 10018 • Tel (212) 608-9785 Fax (212) 608-9786

9314 Forest Hill Boulevard • West Palm Beach, FL 33411 • Tel (561) 819-9471 Fax (561) 828-0780

[www.perspectiveREM.com](http://www.perspectiveREM.com)