

# Specifications

## The Magazine for Real Estate Professionals

### Mechanical and Printing Specifications

#### MECHANICAL SPECIFICATIONS

AD SIZE	WIDTH X HEIGHT
Two-Page Spread	16" x 10"
Two-Page Spread with Bleed	17.25" x 11.25"
Full Page	7.5" x 10"
Full Page with Bleed	8.75" x 11.25"
2/3 Page Horizontal	7.5" x 6.625"
2/3 Page Vertical	4.875" x 10"
1/2 Horizontal	7.5" x 4.875"
1/2 Page Vertical	4.875" x 7.375"
1/3 Page Square	4.875" x 4.875"
1/3 Page Vertical	2.333" x 10"
1/4 Page Horizontal	4.875" x 3.75"
1/4 Page Vertical	3.625" x 4.875"

#### PRINTING SPECIFICATIONS

Trim Size:	8.5" x 11"
Bleed:	.125" (1/8")
Bleed Size:	8.75" x 11.25"
Printing:	Sheet-Fed Offset
Bindery:	Saddle Stitching

#### ADVERTISING SUBMISSION REQUIREMENTS:

Proofs must be supplied for all ads. High-resolution proofs, such as matchprints, are preferred; laser proofs are accepted. *Executive Agent Magazine* accepts no responsibility for errors in printing advertisements when no proof is provided.

#### GUIDELINES FOR DIGITAL ADVERTISEMENTS:

- Digital advertisements are accepted in QuarkXPress™, Adobe Photoshop®, Adobe Illustrator®, Adobe InDesign®, and Acrobat PDF/X-1a.
- Files may be submitted on floppy disk, 100MB Zip disk or CD.
- Images used in digital files, including photos and logos, must be CMYK, (not RGB) at a minimum 300 ppi resolution.
- All images and fonts must be supplied with the advertising materials.

To reserve advertising space, contact the local publisher.

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**DEADLINES: Please contact the publisher**

# RATE CARD

## BROCHURE RATES

### ALL BROCHURES INCLUDE:

FEATURE STORY IN *EXECUTIVE AGENT MAGAZINE*

PROFESSIONAL WRITING, DESIGN AND PRINTING

PROFESSIONAL PHOTOGRAPHY

THIRD-PARTY ENDORSEMENT



**CREDIBLE...**  
**EFFECTIVE...**

**AFFORDABLE...**  
**UNIQUE...**

### BROCHURES:

Quantity	*1-Page	*2-Page	4-Page	6-Page	8-Page
100	\$550.00	N/A	N/A	N/A	N/A
1,000	N/A	\$1,295.00	\$2,295.00	\$2,995.00	\$3,995.00
** PDF	\$495.00	\$675.00	\$995.00	\$1,250.00	\$1,500.00

\* Does not include photography

\*\* PDF includes copyright license

All orders over 1,000 contact your local publisher for pricing

Shipping: \$100.00 per 1,000 Brochures

### Brochure Sizes:

1-2 page: 8.50" w X 11" h

4 page: 17" w X 11" h

6 page: 25 1/2" w X 11" h

8 page: 17" w X 11" h –saddle stitched

**Brochures:** Without question, the most important step in any successful and effective marketing campaign is a professionally written, photographed and designed high quality personal brochure.

### Build your Brand Campaign with a Personal Brochure:

- \* Use as a marketing brochure
- \* Use in a direct mail campaign
- \* Include brochures with sales proposals
- \* Insert in local industry publications and newspapers

All brochures are printed in 4-color (CMYK) on 10pt. card, high-gloss UV coating and are available in 1, 2, 4, 6, or 8 page formats.

### *Executive Agent Magazine*

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