

Advertising Specifications

Publication Date

July 2022

System Ready Ad & Payment Deadline

May 31, 2022

To Reserve Your Space

Contact:

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ADVERTISEMENT SPACE AVAILABLE

*Don't miss this opportunity to promote
your business to members, affiliates, residents,
visitors and much more!*

Get your business noticed! Purchase advertising space with this digital publication widely distributed in Central Louisiana.

GCLRA REsource is a digital publication distributed by various sources including GCLRA's REALTOR® Members, GCLRA's website, flyers, and social media which extends the exposure of your advertising message.

Advertising Rates

Size	Member*	Non-Member
Page	\$1,000	\$2,000
1/2 Page Horizontal	\$500	\$1,000
1/4 Page Vertical	\$350	\$700
1/8 Page	\$250	\$500
Member Enhancements**	\$25 each	n/a
Firm (brokerage) Enhancements**	\$50 each	n/a
Hyperlink for Ads	\$25	\$50

***Enhancements:*

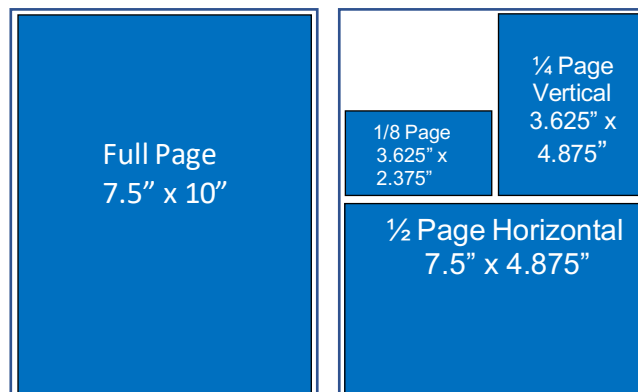
- grey highlight
- bold
- color (for Roster by Firm only) (2 color choices available), no guarantee but give preference

Premium Positions***

Size	Member*	Non-Member
Inside Front Cover	\$1,850	n/a
Page 2	\$1,500	n/a
Pages 5-6	\$1,250	n/a

****Premium Positions are for Members Only.*

Advertising Dimensions



Camera Ad Specs

- Art shall be in jpeg or png.
- Art shall be the size needed for the ad or larger. When small files are enlarged, they degrade in quality and should not be submitted.
- Files must be submitted with a resolution of 300 dpi.
- Art obtained from a website is usually 72 dpi and should not be submitted unless it is a least 300 dpi and of good quality.
- Taking a 2 x 2 Inch image of 72 dpi and then increasing the image to 300 dpi is not acceptable.
- Digital cameras usually offer low resolution files that appear grainy and should not be submitted.

Advertising Examples

Enhancements for Member Roster by Firm

Firm (brokerage) – entire office to be bold, gray highlight, and/or color.

Member – individual to be bold, gray highlight and/or color

REALTOR® Roster By Firm		
A Real Estate 1234 Street Name City, LA 71303 E-mail: email@gmail.com Last, First M Last, First M Last, First M Last, First M *Last, First M Last, First M AB Realty Services LLC 234 Street Name City, LA 71303 E-mail: email@gmail.com Last, First M ABC Real Estate Agency, Inc. 241 Street Name City, LA 71303 E-mail: email@gmail.com Last, First M	B Real Estate 1432 Street Name City, LA 71303 E-mail: email@gmail.com *Last, First M Last, First M Last, First M Last, First M BC Real Estate Agency, Inc. 241 Street Name City, LA 71303 E-mail: email@gmail.com Last, First M *Last, First M Last, First M C Real Estate 1432 Street Name City, LA 71303 E-mail: email@gmail.com *Last, First M Last, First M Last, First M	CD Real Estate Agency, Inc. 241 Street Name City, LA 71303 E-mail: email@gmail.com Last, First M Last, First M Last, First M *Last, First M CF Real Estate 1432 Street Name City, LA 71303 E-mail: email@gmail.com *Last, First M Last, First M Last, First M Last, First M Last, First M Last, First M Last, First M

Enhancements for Member Roster Alphabetically

(Includes appraisers)

Member –bold and/or gray highlight

Member Roster Alphabetically		
ALast, AFirst -C Real Estate E-mail: email@gmail.com ABLast, ABFirst -A Real Estate E-mail: email@gmail.com ABCLast, AABCFFirst -D Real Estate E-mail: email@gmail.com ALast, AFirst -C Real Estate E-mail: email@gmail.com ABLast, ABFirst -A Real Estate E-mail: email@gmail.com ABCLast, AABCFFirst -D Real Estate E-mail: email@gmail.com	000-000-0000 000-000-0000 000-000-0000 000-000-0000 000-000-0000 000-000-0000 000-000-0000	BLast, AFirst -C Real Estate E-mail: email@gmail.com BALast, AFirst -A Real Estate E-mail: email@gmail.com BCLast, AABCFFirst -D Real Estate E-mail: email@gmail.com BDLast, AFirst -C Real Estate E-mail: email@gmail.com CDLast, ABFirst -A Real Estate E-mail: email@gmail.com DBLast, AABCFFirst -D Real Estate E-mail: email@gmail.com

Affiliate Enhancements

Affiliate Members will be included in the Affiliate Roster. The Affiliate Roster will be classified by Lenders, Title Companies, Inspectors, and Other Affiliates.

Affiliate Enhancements are the same as Enhancements for Roster Firm (see above).

Only Affiliate Members will be included in the Affiliate Member Roster.

Appraiser Enhancements

Appraiser Members will be included in the Appraiser Roster by Firm. Appraiser Enhancements are the same as Enhancements for Roster Firm (see above). Individual appraisers from a firm have the same enhancements as an individual member.

This serves as Advertising Contract between GCLRA (the publisher) and...

SECTION A: The Client (Advertiser)

Company Name: _____
 Address: _____ Town: _____
 Tel Number: _____ Fax Number: _____
 Contact Person: _____ Cell Number: _____
 E-mail address: _____ Web Address: _____

SECTION B: Advertising Booking

Ad Size	Size h x w	Member Rate	Non-Member Rate	#	Total
1/8 Page	3.625" x 2.375"	\$250	\$500	X_____	\$
¼ Page Vertical	3.625" x 4.875"	\$350	\$700	X_____	\$
½ Page Horizontal	7.5" x 4.875"	\$500	\$1000	X_____	\$
Full Page	7.5" x 10"	\$1000	\$2000	X_____	\$
Premium Positions (for Members Only) Rate for Premium Position used instead of Full-Page Rate.					
Inside Front Cover	7.5" x 10"	\$1,850	n/a	X_____	\$
Page 2	7.5" x 10"	\$1,500	n/a	X_____	\$
Pages 5-6	7.5" x 10"	\$1,250	n/a	X_____	\$
Additional					
Hyperlink for Ads		\$25	\$50	X_____	\$

SECTION C: Enhancements

Directory Type	Enhancement	Firm (brokerage) Rate	Member (individual) Rate	#	Total
Roster by Firm					
	Bold	\$50	\$25	X_____	\$
	Gray Highlight	\$50	\$25	X_____	\$
Circle: Blue or Maroon	Color*	\$50	\$25	X_____	\$
Roster Alphabetically					
	Bold	n/a	\$25	X_____	\$
	Gray Highlight	n/a	\$25	X_____	\$
Affiliate					
	Bold	\$50	\$25	X_____	\$
	Gray Highlight	\$50	\$25	X_____	\$
Circle: Blue or Maroon	Color*	\$50	\$25	X_____	\$

*Color Choice is available (no guarantee but give preference)

SECTION D: Declaration

I herewith declare that I have read the Terms & Conditions for Advertising with GCLRA and agree to adhere to them. I am authorized to make this booking on behalf of my company and understand that we are liable for payment of this order as per the terms. I understand that this order is for a digital directory that is available on the internet and not in printed format.

Printed Name: _____ Signature: _____ Date: _____

TERMS & CONDITIONS FOR ADVERTISING WITH GCLRA

The following terms and conditions apply to all advertising orders placed with GCLRA (the publisher).

1. Terms of Payment

- 1.1. The Advertiser must pay any outstanding invoices on the publisher's request.
- 1.2. The full amount of the advertising order will be payable before publication at the publishers' request.
- 1.3. The Advertiser represents and warrants that it contracts with GCLRA as principal, and has the authority to do so, notwithstanding that the Advertiser may be acting as an advertising agency or media buyer, or some other representative capacity.
- 1.4. Non-payment of advertising orders is regarded as cancellation and the ad will not be published.

2. Positioning & Publication Dates

- 2.1. The positioning of advertisements is at the sole discretion of the publisher unless a special position order is agreed upon at the applicable premium rate.
- 2.2. The publisher does not guarantee the publication/insertion dates as stated in its marketing material as many factors can influence the readiness of its publication.
- 2.3. The advertising order is only valid for ONE publication and must be renewed for future placements.

3. Territory & Licenses

- 3.1. The Advertiser grant GCLRA the express right to reproduce and display the advertisement through the world in printed or electronic format and grant the Publisher a world-wide, non-exclusive, fully paid license to reproduce and display the advertisement (including all contents, trademarks and brand features contained therein).

4. Limitation of Liability

- 4.1. GCLRA cannot be held liable should the said publication be altered, postponed, or cancelled.
- 4.2. GCLRA will not be liable in any event, for any amount higher than the value of this advertising order.
- 4.3. GCLRA will not and cannot be held liable for any print errors, color variation, missing fonts, bad picture qualities or errors on advertisements sent by the advertiser or its representative.
- 4.4. In no event will GCLRA be responsible in contract, tort, negligence or otherwise, for: (a) loss of profits, business, contracts, revenues, goodwill, production, and anticipated savings; or (b) any indirect, consequential, special, or economic loss of any kind; arising from any failure to publish in a timely manner or at all any advertisement in accordance with the Advertising Order.

5. Advertisers Representations; Indemnification

- 5.1. The Advertiser warrants and represents to GCLRA that:
 - 5.1.1. It has the right to publish all the contents of the advertisements and that the advertising material will not: (a) infringe any rights of any third party including, without limitation, intellectual property rights and rights of privacy; and (b) violate any applicable law or regulation; including but not limited to LREC Regulations.
 - 5.1.2. The advertisements do not contain anything that is defamatory, obscene, false or misleading.

6. Provision of Advertising Materials

- 6.1. The Advertiser will provide all materials for the advertisement in accordance with GCLRA's requirements. GCLRA reserves the right to amend any provided artwork to ensure its printability or size/design style of the publication. No pictures will be downloaded from the internet.
- 6.2. Supplied Advertisements
 - 6.2.1. All advertisements shall be received by the System Ready Ad Deadline Date. If system ready advertisement is not received by deadline the advertiser shall still be held liable for the full advertising order amount.
 - 6.2.2. All advertisements are to be supplied advertisements, GCLRA will not design any ads.
 - 6.2.3. The artwork sizes are below. Email the correct size artwork in .jpeg or .png at 300 dpi to directory@gclra.realtor.
 - 6.2.3.1. Artwork Sizes: Dimensions are given as left to right (w) x top to bottom (h). Full page is 7.5"w x 10"h, 1/2 page horizontal is 7.5"w x 4.875"h, 1/4 page vertical is 3.625"w x 4.875"h, and 1/8 page is 3.625"w x 2.375"h.
 - 6.2.4. All pictures shall be high resolution 300dpi print quality.
 - 6.2.5. The artwork that you send in is your approved artwork to be published.

7. Non-Placement of Advertisement

- 7.1. The Advertiser can request non-placement of advertisement in writing at least 14 days before publication date but cannot cancel the Advertising Order and shall be held liable for the full advertising order amount.