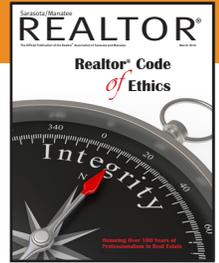
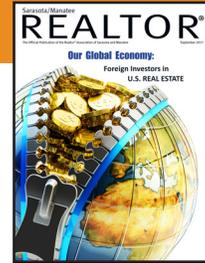
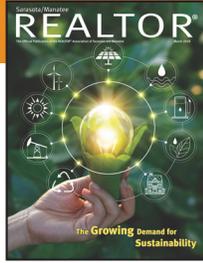
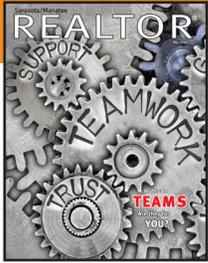


Sarasota/Manatee REALTOR® Magazine

Print Advertising MEDIA KIT



Circulation & Distribution

The REALTOR® Association of Sarasota and Manatee proudly serves over 7,000 members. The Magazine is distributed to all members through either U.S. mail or email, and shared electronically on Social Media outlets and the RASM website at www.MyRASM.com/magazine. The Magazine is also distributed at special events and it is available at RASM office locations.

Advertising in the monthly Sarasota / Manatee REALTOR® Magazine also exposes your business to over 500 Business Partners of various professions, including Attorneys, Lenders, Builder/Developers, CPA Firms, Service and Repair Firms, and many more.

The publication consistently features valuable content geared towards the needs of today's Realtor®. The Magazine is one of our members' top sources for information on continuing education requirements, new MLS features, important events, networking opportunities, outreach programs, government affairs, CID updates, YPN information, Global Business initiatives, and so much more.

We are reaching more potential clients, Realtors® and Business Partners to maximize your advertising dollar. From North Manatee to South Sarasota County, we are your one source for exposure to the Real Estate Community in Southwest Florida.

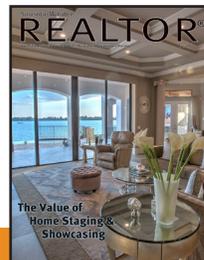
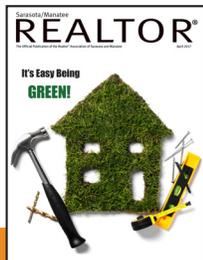
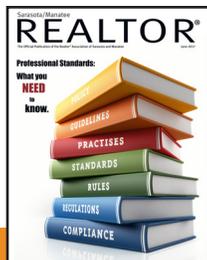
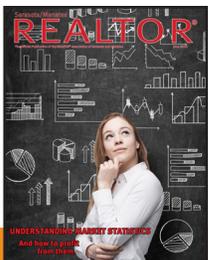
Advertising Inquires:

Beth Sunday
Sarasota / Manatee Realtor® Magazine Editor

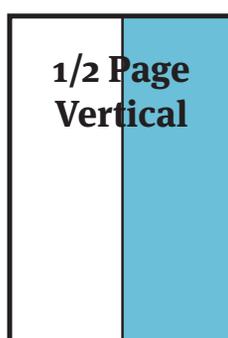
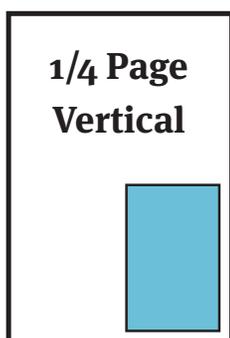
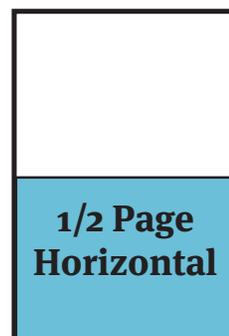
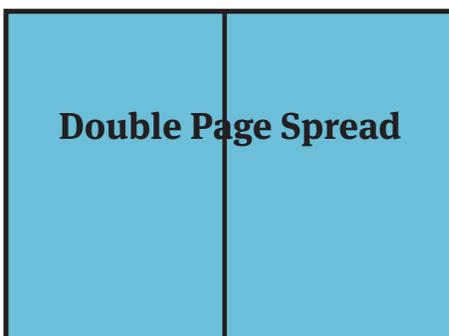
941-952-3417
941-952-3401 (FAX)
Beth@MyRASM.com



REALTOR® ASSOCIATION
of Sarasota and Manatee



Rates and Specs



All display ad rates are per month.* Prices below do not reflect the 10% Member Discount. All ads are 4-color process, no B&W ads.

Width x Height	1 X	3 X*	6 X*	12 X*
Double Page Spread 17.25" x 11.25" Add .25" for full bleed	\$1,425	\$1,280	\$1,160	\$1,000
Full Page Trim area: 8.5" x 10.875" Bleed area: 8.75" x 11.125" Live area: 8" x 10.375"	\$900	\$810	\$720	\$630
Half Page 7.5" x 4.9375" (H) 3.6875" x 10" (V)	\$550	\$500	\$450	\$400
Quarter Page 3.69" x 4.94" (V Only)	\$325	\$300	\$275	\$250
Business Card (1/10th) 2" x 3.5"	\$99	\$95	\$85	\$75
Inside Back or Front Cover (sorry, no Member Discount applies)	\$1,100	\$1,000	\$900	\$800

*Ads must run consecutively for discounts. If the contracted advertising period is reduced by the advertiser for any reason, the single-run ad rate will apply for all previously published ads, and payment will be due immediately.

Promote your business to 7,000+ Members with the REALTOR® Association of Sarasota and Manatee Magazine



REALTOR® ASSOCIATION
of Sarasota and Manatee

Complete the information below, sign and email to Beth@MyRASM.com or Fax to Beth Sunday at (941) 952-3401.

Advertiser Name: _____

Complete Address: _____

Ad Size: _____ Start Month/Year: _____ End Month/Year: _____

Cost Per Month: _____ Frequency: _____ Are you a RASM member? Y | N

Advertiser Contact Person: _____

Phone: (_____) _____ Fax: (_____) _____ Email: _____

Advertising Contact: Beth@myrasm.com / Accounting Contact: (941) 952-3411 or Tiffany@myrasm.com

Utilizing an Advertising/Public Relations Agency: Y | N --- If yes, list complete name and address:

Artwork: Ads must be submitted camera-ready in one of the following formats: .jpg, .tiff, .pdf, or .eps. and emailed to the attention of Beth Sunday at Beth@MyRASM.com. Referrals for ad creation and art services supplied upon request.

Member Discounts: Members of the REALTOR® Association of Sarasota and Manatee (RASM) receive a 10 percent discount on ad rates, except where otherwise indicated. Rates are not commissionable. All rates are net. Invoices are emailed monthly and are payable upon receipt. A complimentary copy of the current issue of Sarasota/Manatee REALTOR® Magazine is mailed to all advertisers.

Pre-Pay Discount: For advertising contracts of six months or more, advertisers receive a 5% pre-payment discount when full payment of the entire contact amount is received prior to the first appearance of an advertisement. Member's pre-pay discount will be calculated on the total after their member discount is taken.

Deadlines: Camera-ready ads must be received by the seventh business day of the month prior to issue date. Materials arriving after the deadline will not be published until the next issue. Space is limited. All ad placement is subject to space availability.

Policies: The RASM is dedicated to producing a high-quality magazine for its 7,000+ members. The following policies will assist us in meeting that goal: Sarasota/Manatee REALTOR® Magazine reserves the right to reject any advertisement that conflicts with its principles and standards. The Sarasota/Manatee REALTOR® Magazine reserves the right to require proof that an advertisement is not defamatory, libelous, fraudulent, misleading, deceptive, false or obtained in violation of the proprietary or equal opportunity rights of any person. All graphics, logos and content must be owned and licensed by the advertiser.

The Sarasota/Manatee REALTOR® Magazine will not accept real estate company recruitment or "image" advertisements, or advertisements it deems in poor taste or objectionable to its members. The advertising of products or services in Sarasota/Manatee REALTOR® shall not constitute approval or endorsement of those products or services by the RASM. All advertising is subject to the approval of the Chief Executive Officer of RASM.

Invoices must be paid within 10 days upon receipt and made payable to RASM. If payment is not made within said time, the account will bear interest at the highest rate allowed by law and a late fee of \$25 will also be imposed. If payment is not received during the term of a multi-month contact, then future ads will not be placed in the magazine until such payment plus interest and late fee are received. All payments on the account shall be applied first to interest, then to the late payments and then to attorney's fees and costs, if any. In addition, the advertiser will be fully responsible for any costs incurred for action taken on the account to include attorney's fees and court costs. Any action for collection shall take place in Sarasota County and Florida law shall govern.

By signing below, I have read and agree to the terms and conditions noted above.

Advertiser Signature: _____ Date: _____ Print Name: _____

Publisher Signature: _____ Date: _____ Print Name: _____

