



PLACE YOUR AD IN

# deltacurrents

THE OFFICIAL ONLINE PUBLICATION OF THE DELTA ASSOCIATION OF REALTORS®

- **DeltaCurrents** is an eMagazine that features links to our advertisers' websites
- **BUILD YOUR BRAND** A thoughtfully-crafted message, style, and image will reinforce consumer awareness of your company and/or product.
- **NEW AFFORDABLE RATES AND SIZES** Stay in front of the influential Eastern Contra Costa membership. *Preferred rates for DAR members!*
- **STRATEGIC MARKETING** **DeltaCurrents** uniquely reaches its loyal target market in a way that no other publication can or does.
- **CORE READERSHIP** **DeltaCurrents** reaches some 1,500 REALTORS® and Affiliates in Eastern Contra Costa County. Readers include licensed REALTORS® ages 21-80, as well as Affiliates of the real estate industry who live and work in Antioch, Bay Point, Bethel Island, Brentwood, Byron, Discovery Bay, Knightsen, Pittsburg, and Oakley.

- **EDITORIAL** In-depth articles discuss issues of importance to the real estate community, including information about national, state, and local real estate news and statistics, government affairs, REALTOR® safety, legal issues, special events, technology, education, philanthropy, and more.
- **FREE CREATIVE AD DEVELOPMENT** Our creative department can design an ad that effectively communicates your message and generates brand awareness. Design services are **free for advertisers!** *Contact your sales representative for details.*
- **DISTRIBUTION** **DeltaCurrents** is emailed to REALTOR® and Affiliate members of the Delta Association of REALTORS® monthly. Twelve annual issues are available as downloadable PDF's on the Association's website.
- **THE PUBLISHER** Michelle Manos Design specializes in publishing periodicals and other publications for REALTOR® associations, non-profit organizations, and many other businesses. The MMD team has over 35 years of experience in publishing, marketing, publication management, and award-winning graphic design programs. MMD serves clients throughout California and the USA. *Ask about multi-publication discounts!*

Page size is 8.5" x 11"

**FULL PAGE**  
8.5 x 11

**HALF PAGE HORIZONTAL**  
7.5 X 5

**HALF PAGE VERTICAL**  
3.65 X 10  
**QUARTER PAGE**  
3.65 X 5

**BUSINESS CARD**  
3.5 X 2

## SUBMISSION & SPECIFICATIONS

- Ads may be color or black/white
- Submit artwork as a pdf, eps, or tif psd, or packaged InD files
- Space reservations due **20<sup>th</sup> of prior month**
- Artwork due **24<sup>th</sup> of prior month**

*Email contracts and artwork to michellemanos@gmail.com*

## 2010 ADVERTISING RATES

Effective 3/1/11

### MEMBER RATES (per month)

	6-12 months	1-5 months
Full Page	100	125
Half Page (h or v)	80	100
Quarter Page	45	60
Business Card	25	40
<b>PREMIUM SPACE</b>		
Spread	175	225
Inside Front	125	175

### NON-MEMBER RATES (per month)

	6-12 months	1-5 months
Full Page	150	160
Half Page (h or v)	100	125
Quarter Page	65	75
Business Card	35	50
<b>PREMIUM SPACE</b>		
Spread	200	275
Inside Front	175	220

**DeltaCurrents** is published for the Delta Association of REALTORS® by **MICHELLE MANOS DESIGN**.

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## ADVERTISING CONTRACT & SPACE RESERVATION

ADVERTISER \_\_\_\_\_ agrees as follows:

Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_ Today's Date \_\_\_\_\_  
Contact \_\_\_\_\_ Fax \_\_\_\_\_  
Office Phone \_\_\_\_\_ Email \_\_\_\_\_  
Mobile Phone \_\_\_\_\_ Website \_\_\_\_\_

BILLING CONTACT \_\_\_\_\_ Phone \_\_\_\_\_  
Address \_\_\_\_\_ Mobile \_\_\_\_\_  
City, State, Zip \_\_\_\_\_ Fax \_\_\_\_\_  
Title \_\_\_\_\_ Email \_\_\_\_\_

### SPACE

Ad Size/Color \_\_\_\_\_ # of months \_\_\_\_\_  
Placement Request \_\_\_\_\_ Beginning issue \_\_\_\_\_  
Notes \_\_\_\_\_ Ending issue \_\_\_\_\_  
Cost per month \_\_\_\_\_ Contract Total \_\_\_\_\_

- TERMS**
- This agreement is subject to all of the terms and conditions herein. Advertiser has read and understands this Agreement and has received a copy. This constitutes the complete Agreement between Advertiser and Publisher. Verbal representations and promises made by the Publisher's representatives are not binding or valid.
  - Advertiser understands and agrees that the advertising placement contracted for herein is immediately reserved for said Advertiser by the Publisher upon execution of this agreement. Cancellation of this agreement cannot therefore be accepted in lieu of payment.
  - Publisher reserves the right to refuse advertising for any reason. The liability of the Publisher for any error or omission or delay for which the Publisher may be held legally responsible shall not exceed the cost of the space or placement paid for by the Advertiser.
  - This agreement is with the named Advertiser, and change of ownership or management will not dissolve Agreement obligations.
  - Artwork created by Michelle Manos Design is for the exclusive use in its publications. Consult MMD for rates for other use.

**DEADLINES** Space reservations are due by the 15th of the previous month. Artwork must be received by the 20th of the previous month. The previous issue's advertisement will be published unless the Publisher is otherwise notified and new artwork received by the Publisher. We are pleased to assist our advertisers with preparation of their advertisements. Contact your sales representative for more information.

**PAYMENT** We accept PayPal and checks. **MAKE CHECKS PAYABLE TO MICHELLE MANOS DESIGN.** Payment must be made within 30 days of invoice date to receive contract discount. No cash discounts are offered. Advertiser agrees to pay a finance charge of 1.5% per month (18%) on amounts 31 days or more past due and agrees to pay reasonable attorney and court or collection charges. No advertising will be permitted for accounts 30 days past due. First-time advertisers must pay in advance for ads. A 5% discount will be given on pre-paid annual contracts. A 15% commission is applicable for recognized advertising agencies.



ADVERTISER APPROVAL \_\_\_\_\_  
Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

PUBLISHER APPROVAL \_\_\_\_\_  
Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

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Make checks payable to MICHELLE MANOS DESIGN, 125 7th Street • Pacific Grove, CA 93950