

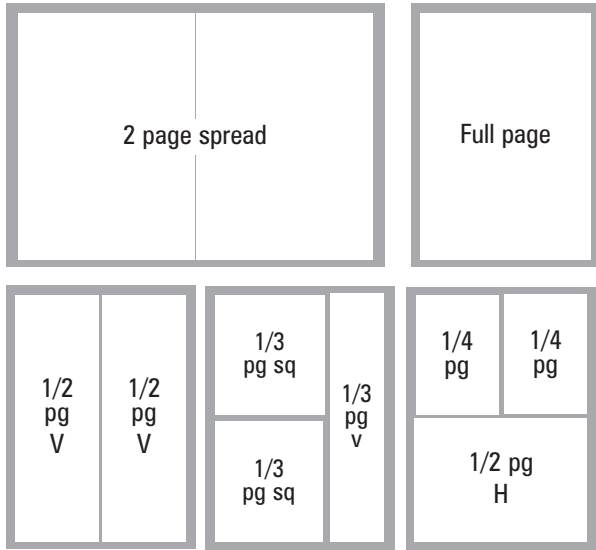
GREATER BALTIMORE BOARD OF REALTORS

2009 Map & Directory

ANNUAL CIRCULATION: 40,000

PUBLISH DATE – JANUARY 2009

DISPLAY ADVERTISING RATES AND SPECIFICATIONS



We offer several ad sizes: 2 page spread Full page, 1/2 Vertical, 1/2 Horizontal, 1/3 Square, 1/3 Vertical and 1/4 page.

Size	Insertion Price	Specifications
2 Page Spread	\$10,800	Trim 17" x 10.875" Live area 15.75" x 9.75" Bleed 17.25" x 11.25"
Full page	\$5,821	Trim 8.375" x 10.875" Live area 7.375" x 9.75" Bleed 8.625" x 11.125"
1/2 page horizontal	\$3,412	Live area 7.25" x 4.75"
1/2 page vertical	\$3,412	Live area 3.5" x 9.75"
1/3 page square	\$2,500	Live area 4 3/4" x 4 3/4"
1/3 page vertical	\$2,500	Live area 2 5/16" x 9 3/4"
1/4 page	\$2,130	Live area 3.5" x 4.75"

Information for Map Side Advertisers

- To ensure map side accuracy please provide the following:
- A marked-up map indicating locations accompanied by a typed legend. A proofing copy will be provided for review prior to printing. **Please note that additional changes requested, other than corrections to input errors by our production staff, will be billed as a change order at a rate of \$100 per hour.**
 - An eps, tiff or jpeg format logo file for the map legend.

DIGITAL ADVERTISING SPECIFICATIONS

Please thoroughly review to ensure accurate submission of files.

- OUR PUBLICATIONS REQUIRE ELECTRONIC FILE FORMATS.** High resolution PDF (version 1.3) with embedded fonts is our preferred format.
- CREATING A PDF FILE OF YOUR AD – VERSION 1.3.** All fonts and images must be embedded. PDFs must be single page documents only (no separated plates, please). Call us with any questions regarding PDF files.
- PROOFING AND COLOR ACCURACY – IMPORTANT.** Our publication is printed CMYK on a heat set web using coated stock. Spot Pantone colors should be converted to CMYK. Photos, images and ad artwork must be saved from Photoshop with the U.S. Web Coated (SWOP) color profile to ensure the most accurate color matching. DO NOT USE the profile U.S. SheetFed Coated. All BLACK text and rules should be set at 100% BLACK for printing registration purposes. Provide a black and white or 4-color laser proof for content and positioning only. We will email a "soft proof" for verification purposes if one is not provided. For color matching on press, provide a MatchPrint proof. **If no proof is provided, publisher will not be responsible for color accuracy.**
- PRINTING RESOLUTION.** All scans and photos should be prepared at a resolution of 300dpi/CMYK as close to 100% of final size as possible. No Internet images will be accepted - the resolution of 72 dpi is too low for printing purposes.
- FOR FULL PAGE ADS.** For Bleed ads please add a minimum of 1/8" to the page. The live area is 1/4" from the trim size – please keep all copy within this area to avoid risk of cropping text and necessary content. Full page ads that do not meet this requirement will be floated within the page.
- SUBMITTING FILES.** Files may be submitted via email to alison@paznewmedia.com. FTP site is also available for larger compressed files. Please email us for ftp instructions. Mail or fax a proof copy of ad to ATTENTION AD PRODUCTION.
- FAILURE TO MEET STANDARDS** may cause unpredictable reproduction. Advertisers will be notified of any problems detected in their files and will be given an opportunity to send corrected files. Wieland Communications is not responsible for the content or accuracy of advertising files and disks.

FOR COVER ADVERTISERS

COVER ADVERTISING STANDARDS. Our covers are designed to maximize advertiser visuals while maintaining a consistent branding strategy in the marketplace; therefore all covers are designed and produced in-house. We do not accept layouts or mechanical files for Map & Directory covers. Please provide a high resolution scan at 300dpi and sized to the trim/bleed size of 8.625" x 11.125". A second photo can be sent for use as a cover inset photo.

A layered photoshop or eps format company logo is also requested for use on the cover. (All fonts as outline please.)

A small amount of text such as a website, tagline or positioning copy is often used. This copy is also set in-house. Logotypes cannot be used for this purpose.

Once completed a "soft proof" PDF is emailed for proofing purposes. A soft proof PDF usually provides a good rendition of the final product provided it is viewed on a color calibrated monitor. If absolute color match is critical to your product and you are unsure about your color viewing system, we suggest you order a CMYK MatchPrint from your photo scan.

**FOR MORE INFORMATION, PLEASE CALL:
770-998-4999**

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