

# *Estates & Homes*

4525 Park Road, B-202 • Charlotte, North Carolina 28209

704-527-6553 • Fax 704-527-6118

## **Why Choose Us in 2006?**

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### **THE BEST LISTING TOOL...**

- Our publication is recognized as the highest quality listing magazine in the area.
- Estates & Homes has been an established and proven exclusive high-end market magazine for over 19 years, gaining local and national exposure.

### **A NATIONWIDE RELOCATION TOOL...**

- Most private and corporate relocation companies and departments use Estates & Homes in their executive relocation packages. Many individual realtors also send packages out to relocating buyers.
- Thousands of magazines requested monthly by families relocating to the Charlotte area.

### **THE BEST DISTRIBUTION PROGRAM... BY FAR!**

- 25,000 magazines are printed and distributed over a 2 month period in and around the metro Charlotte area.
- 800+ distribution points in affluent areas of Metro Charlotte. Look for it in Harris Teeter, Auto Bell, real estate offices, banks, physician's lounges, shops, grocery stores, restaurants, private clubs, office lobbies, hotels and other businesses high-end buyers frequent.
- Direct mailed to high-end exclusive neighborhoods increased two-fold, generating visibility and exposure in front of thousands of qualified buyers in and around the Charlotte area.

### **COMBINED PRINT & INTERNET**

- FREE personalized Realtor® home page on [www.HomesAndLand.com](http://www.HomesAndLand.com)
- Listings are automatically posted & maintained on [HomesandLand.com](http://HomesandLand.com) plus major national websites.
- We send copies of each issue of Estates & Homes to interested parties who call our toll-free Homeline number 1-800-277-7800. This number appears on all Homes & Land and Estates & Homes publications throughout the country - over 65 million magazines each year.
- Thousands of Shoppers a month visit our [HomesandLand.com](http://HomesandLand.com) site for searching for homes.

### **ACCURACY AND EASE...**

- Online submission system allows you to enter your ad exactly as you want it to appear & attach the photo.
- You can submit your ad from anywhere that you have internet access.
- You always receive a fax proof with plenty of time to make corrections.

### **EXPERTISE...**

- Professional photographers take pictures of your houses at no additional cost to you.
- Choose a layout from the templates available or make an appointment to receive a custom layout and design from our qualified graphic designers.
- Our company has over 19 years experience publishing and distributing real estate listing magazines. Our goal is to provide a useful marketing tool... *Not The Cheapest Alternative!*

***Where The World Looks For Homes!***

# *Estates & Homes*

## A Complete Print & Online Marketing Package

<b>ADVERTISING RATES</b>	1/3 page	\$550
	1/2 page	\$700
	2/3 page	\$900
	Full page	\$1250
	Cover package (cover & full)	\$2200
	Priority page	(call for details)

<b>REPRINTS</b>	You receive 250 reprints of your ad... <b>FREE</b> . For a reasonable cost, you can order more reprints, which make great flyers, mailers and/or inserts.	
	• Quantity 250	<b>FREE</b>
	• Quantity 500	<b>\$225</b>
	• Quantity 1000	<b>\$300</b>

## Ad Deadlines

2006

<p><b>JANUARY ISSUE</b> Volume 19 Number 5</p> <p><b>DEADLINE — MONDAY</b> January 2 Distribution January 24</p>	<p><b>MARCH ISSUE</b> Volume 19 Number 6</p> <p><b>DEADLINE — MONDAY</b> February 27 Distribution March 21</p>	<p><b>MAY ISSUE</b> Volume 20 Number 1</p> <p><b>DEADLINE — MONDAY</b> April 24 Distribution May 16</p>	
<p><b>JULY ISSUE</b> JULY 4TH Volume 20 Number 2</p> <p><b>DEADLINE — MONDAY</b> June 19 Distribution July 12</p>	<p><b>SEPTEMBER ISSUE</b> LABOR DAY Volume 20 Number 3</p> <p><b>DEADLINE — MONDAY</b> August 14 Distribution September 6</p>	<p><b>NOVEMBER ISSUE</b> Volume 20 Number 4</p> <p><b>DEADLINE — MONDAY</b> October 9 Distribution October 31</p>	<p><b>DECEMBER ISSUE</b> CHRISTMAS / NEW YEARS Volume 20 Number 5</p> <p><b>DEADLINE — MONDAY</b> December 4 Distribution December 27</p>

**Estates & Homes of Metro Charlotte**  
E-mail: [estates@homesandlandMETRO.com](mailto:estates@homesandlandMETRO.com)

\* All dates are approximate and subject to change due to printing and shipping schedules

# Estates & Homes

## New Client Information

4525 Park Road, Suite B202, Charlotte, NC 28209

704-527-6553 • Fax 704-527-6118

E-mail: natalie@homesandlandmetro.com

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
(Broker, Agent, Advertiser, Company, Person or Persons responsible for payment)

Advertising Contact: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City / State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Invoices will be emailed unless an email address is not available, or unless requested by advertiser to be mailed.

Advertising with Estates & Homes, NC (Publisher) is strictly limited to the terms and conditions set forth in the policies listed below.

### Payment Policy

1. Payment is due with placement of ad submission. If payment is not received within ten (10) days of the advertising deadline, a twenty-five (\$25.00) dollar late fee will be added to your balance. Accounts of twenty-eight (28) days past due will be assessed a one and one-half (1.5%) monthly finance charge and on unpaid balances thereafter.
2. If advertiser is delinquent in payment, Publisher may at his option elect not to run new advertisement until advertisers account is current.
3. There will be a twenty-five (\$25.00) dollar processing fee for all returned checks. (N.C. Statute 23.3.506)
4. Advertiser is responsible for all cost of collection or attempted collection or including, but not limited to reasonable attorney fees made necessary by non-payment.
5. All advertisers are required to sign an Advertising Agreement, agreeing to payment policies and submit to Estates & Homes before or with their first ad submission.
6. Credit card payments require card holder's signature on an Advertising Agreement, which will be kept on file.

### Advertising Policy

1. Advertiser is responsible for the accuracy of advertising contents. All advertisers will receive a time sensitive ad proof prior to printing. Thereafter, the Publisher is not responsible or liable for misinformation, misprints or typographical errors. Advertiser is responsible for notifying the Publisher if an ad proof has not been received within three (3) business days from

the deadline or the ad will be considered "OK to print as is."

2. Advertising copy must be submitted on supplied Advertising Forms, Online Admaker, or as otherwise approved by Publisher.
3. Properties requiring a new photo must be submitted on a New Photo Request Form or MLS Sheet with directions. Publisher is not responsible for the wrong house being photographed or no photo taken if request is not submitted properly. Publisher may require a photo to be submitted for certain geographical locations.
4. Publisher reserves the right to refuse or make adjustments to advertising copy, layout or photos to meet the requirements of the publication.
5. The printing company that is utilized by Estates & Homes utilizes a 7% variance in the printing quality and color.
5. Pictures submitted via email will not be guaranteed for reproduction quality. Emailed photos should be sent in JPG or .TIFF format at the highest quality possible and should be saved by MLS# or address as the file names. Photos embedded with flyer programs, Word, Publisher, etc. cannot be accepted.
6. Advertising is limited to licensed real estate brokers and their sales associates, and to developers and commercial businesses. Advertising is not available to private home sellers. Advertising real estate is subject to the Federal Fair Housing Act of 1968 and its amendments. Publisher will not knowingly accept advertising for real estate, which is in violation of the law.

Advertiser's Signature \_\_\_\_\_ Print Name \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_  
I have read and agree to the above listed policies.

Homes & Land of Metro Charlotte Authorized Signature \_\_\_\_\_ Print Name \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Company Name \_\_\_\_\_ Magazine Name \_\_\_\_\_

### Credit Card Authorization Agreement

Visa:  MC:  Discover:  I give permission to charge card: Each issue advertised  Only when authorized by phone or email

Account Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ EXP: \_\_\_\_\_

Credit Card Billing Address\*: \_\_\_\_\_ Zip: \_\_\_\_\_

(\*address where credit card bill is received)

For office use only:  QB  DL: \_\_\_\_\_  Fax  email

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### **PAGE DIMENSIONS - FULL PAGE**

FULL BLEED 8 1/2"W X 11 1/8"H

LIVE COPY 7.5"W X 10"H (540W X 729H POINTS)

TRIM SIZE 8 3/8"W X 10 7/8"H

(QUARK TEMPLATES ARE AVAILABLE)

### **PAGE DIMENSIONS - HALF PAGE**

LIVE COPY 7.5"W X 4.861"H (540W X 350H POINTS)

### **PAGE DIMENSIONS - 1/3 PAGE**

LIVE COPY 7.5"W X 3.241"H (540W X 233.33H POINTS)

ALL FILES SHOULD BE IN **MACINTOSH** FORMAT with no compression

PHOTOSHOP TIFF or JPG

ILLUSTRATOR 10.0 **EPS**

QUARKXPRESS **4.0** (Cannot accept higher versions)

### **PHOTO SUBMISSION GUIDELINES**

Scans should be 300 dpi TIFF or JPG format

Digital photos should be taken at 300 dpi if possible & the  
physical size should be at least 6" x 4"

**Estates & Homes accepts no responsibility for the print quality  
of images submitted electronically, regardless of resolution.**