

California Real Estate magazine has established the following guidelines to maintain the consistency, believability, accuracy, and good taste of advertorials. They will help to ensure the success of your advertorial and assist you in creating an editorial feel for your advertising. Your advertorial pages are designed by *California Real Estate* magazine as part of the service.

1. Copy Requirements

One-page Advertorial

Body Text: About 300 words
Headline: Up to 7 words
Pull Quote*: 10 words

Two-page Advertorial

Body Text: About 500 words
Headline: Up to 15 words
Pull Quote*: 17 words

* If the advertorial will not include a photo, you may opt to include a short pull quote instead of extending the body text slightly.

Advertorial text must be submitted via e-mail (as a Word or other text file) by the published deadline.

Note that trademarks (TM), register marks (®), etc. will be utilized only in their first instance in an advertorial. *California Real Estate* magazine will not incorporate graphic elements such as banners, starbursts, etc. in the advertorial or underline words or product names, or use all caps or callouts. No logos, branding, prices, or other evidence of advertising accepted within copy. Advertorial copy cannot imply product endorsement by the magazine or C.A.R.

2. Writing Your Copy

While your advertorial should accurately reflect your own views, it also must maintain the following standards set by *California Real Estate* magazine for this special advertising format.

TIPS OF THE TRADE

- Write from a third-person perspective.
- Quote outside sources for authoritative copy and to support your viewpoint.
- Neither the title nor the logo of the magazine may be used in your copy.
- Present ideas and solutions clearly and simply using no advertising language.
- Do not include logos, branding, prices, or other evidence of advertising.
- Identify the writer with a byline, including name and title.
- Include a brief biography of the writer, if appropriate.

The Publisher will discuss any recommended changes with the advertiser prior to final proof to ensure the product meets the advertorial guidelines stated here.

Advertorial Specs

3. Photos/Graphics/Images

All photos or graphics must be of professional digital quality for print reproduction. C.A.R. reserves the right to reject poor quality photos and substitute a pull quote instead.

Final Size: Minimum 2.75" wide by 3.25" deep
Resolution: 300 dots per inch (dpi) at 100% size
Colors: CMYK process
Format: PG, TIFF or EPS

4. Review/Approval Process

Advertorial approval forms, which only include images and copy, will be sent to the Client for approval. Client should carefully check all body copy and, if time permits, make any revisions directly on the approval form and send the signed form back to C.A.R. by the assigned deadline. By signing the approval form, the client is agreeing that it is solely responsible for any content provided by or developed on behalf of the client. Client will not see or approve a layout at any stage including the final layout.

Due dates will be indicated on the approval form. If C.A.R. does not receive final sign-off from the client by the date indicated on the approval form, the advertorial will be considered approved by the client for C.A.R. to run and place in magazine as worded and shown on the approval form, and the client agrees to all stipulations on the form.

5. Deadlines

Advertorial space closing date is two weeks prior to the advertising space close date for each issue. Ad material deadline (for copy, photos, etc) is also two weeks earlier than ad material deadline for advertising. See page 5 for advertorial space closing dates.

Display ads within advertorials are due at the same time as regular ad materials for that issue. Please see page 3 for dates.

C.A.R. reserves the right to edit or reformat any material in order to maintain proper word count, grammar, and tense usage in compliance with standard copywriting and magazine guidelines. C.A.R. reserves the right to reject articles that are poorly written, contain inappropriate content, do not meet other requirements, or for any reason at any time. No advertorial will be accepted that is misleading, deceitful, fraudulent, unlawful, or reflects unfavorably on an individual, race, religion, gender, occupation, or institution or maligns the products and/or services of another company inside or outside the real estate industry.