



GFWAR REALTOR® Newsletter Advertising Rate Card

The GFWAR REALTOR® is the official publication of the Greater Fort Worth Association of REALTORS®, INC.

Circulation

The GFWAR REALTOR® Newsletter is distributed to all members of GFWAR.* Members have the option of receiving it online or by mail. The online publication is posted at www.gfwar.org, and a link to the publication is e-mailed to those members who receive the publication online.

** For specific membership numbers, please contact the GFWAR Membership Dept. at 817-336-5165.*

Run Dates

The GFWAR REALTOR® is published in the following months:

January / February
April / May
July / August
October / November

Because of bulk mailing, GFWAR cannot guarantee that the mailed publications will reach members by a certain date.)

Deadlines

Camera-ready ads must be sent to GFWAR by the last day of the month prior to the months listed, in order to run in the publication.

GFWAR REALTOR® Advertising Rates

Ad Size	Black-and-white ad running 1 time	Black-and-white ad running 4 times
Full Page (7½" x 10")	\$350	\$332.50
Half Page (7½" x 5")	\$250	\$237.50
Quarter Page (3 ¾" x 5")	\$150	\$142.50
Business Card (3½" x 2")	\$50	\$50

Frequency

Advertisers who run an ad in all four newsletters per contract year will receive a discount of five percent from the regular ad price. This discount applies to all ads except for the business card ads.

Advertisement Display

Ads supplied to GFWAR in full-color will appear in full-color on the online version of the GFWAR REALTOR® Newsletter and in black-and-white in the printed version.

Ad Dimensions

Size: Full page – 7½" wide by 10" tall
 Half page – 7½" wide by 5" tall
 Quarter Page – 3¾" wide by 5" tall
 Business Card Sized Ad – 3½" wide by 2" tall or 2" wide by 3½" tall

Technical Requirements

Only camera-ready ads will be accepted at a resolution of 300 dpi. GFWAR prefers ads be sent electronically as a PDF, EPS or JPG file. E-mail all ads to rebekah@gfwar.org. Camera-ready ad slicks also will be accepted and may be sent to the attention of Rebekah LaMontagne at GFWAR.

Graphic Design

GFWAR will provide graphic services at an hourly rate to render an ad for the publication. Photography and copy must be provided. Please call for details.

Discounts

GFWAR members receive a discount of ten percent for advertising in the GFWAR REALTOR® Newsletter, which is on top of the frequency discount provided for four insertion runs per contract year.

Terms & Conditions

GFWAR reserves the right to cancel any advertising that does not comply with the policies and standards of practices of the Association. GFWAR will not accept ads for recruiting agents, selling / leasing property, seeking or offering employment, or promoting political candidates.

Greater Fort Worth Association of REALTORS®, INC
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