

# nantucket HOME

RealEstateNews & PropertyListings

Publications of Nantucket Association of Real Estate Brokers (NAREB)

## Nantucket Home Magazine 2014

ISSUE DATE & THEME

RESERVATIONS & AD DESIGN MATERIALS DUE / CAMERA READY

March 19 / Spring

Friday, February 21 / Wednesday, March 5

**LIFESTYLE ISSUE:**

*Island amenities, summer activities, upcoming festivals, beaches, arts and entertainment*

June 11 / Early Summer

Friday, May 16 / Wednesday, May 28

**DESIGN ISSUE:**

*Luxury living, patios, pools, architecture, decorative painting*

July 23 / Summer

Friday, July 4 / Wednesday, July 9

**OUTDOOR ISSUE:**

*Nantucket's natural allure, recreation, island walks, historic sites and museums, celebrations*

September 17 / Fall

Friday, August 22 / Wednesday, September 3

**INTERIORS ISSUE:**

*Style from historic to modern, kitchens & baths, home gyms*

December 3 / Winter

Friday, October 31 / Wednesday, November 12

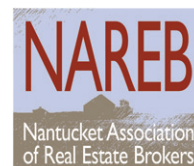
**YEAR-ROUND ISSUE:**

*Nantucketers, education, churches, transportation and freight, #1 recycling town in U.S.A.*

## Nantucket Property Yearbook

ISSUE DATE & THEME

*Annual Review* / Published mid-February in PDF format online only  
**(no advertising)**



# 2014 Ad Rates

## NAREB MEMBER DISPLAY ADVERTISING RATES

**Nantucket Home** Early Contract by 1/31/14: Regular:

Full page	500	600
Half page (vertical or horizontal)	275	330
One-quarter page (vertical only)	135	160
Business directory (one-tenth horizontal)	75	90

## NON-MEMBER ADVERTISING RATES

**Nantucket Home** Multi (3x) Regular:

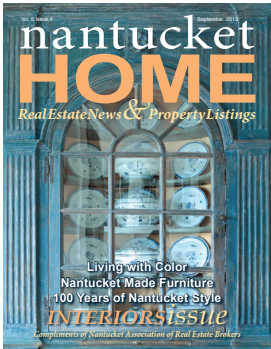
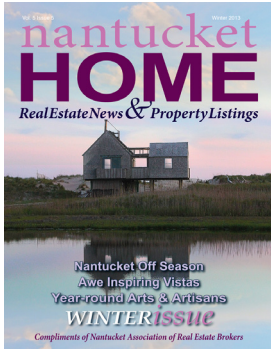
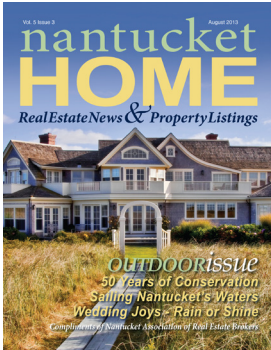
Full page	1,000	1,200
Half page (vertical or horizontal)	650	800
One-quarter page (vertical only)	200	250
REAR OUTSIDE COVER	1,500	1,800
INSIDE FRONT COVER	1,200	1,500
INSIDE REAR COVER	1,200	1,500
FIRST 3 RIGHT-HAND PAGES	1,200	1,500

### PREMIUM POSITIONS

Only **non-NAREB** members, on a first-come basis, may reserve these premium spaces.

### DESIGN FEES

If your ad is produced by publication staff, a design make-up fee of \$50/hour will be charged for all ads created, or edited for subsequent issues. Materials for ads designed by publication staff are due by ad reservation date.



# *Ad Sizes & Specs*

## ADVERTISEMENT DIMENSIONS

AD SIZES (ready for printer, width X height)

### ***Nantucket Home***

All-color magazine with high-quality, bright-white, glossy-coated pages and heavier coated cover.

Perfect bound, glued spine

Single-page trim size: 8.5" width X 11" height

Published five times in 2013

Estimated pass-along circulation 30,000 - 40,000 readers

### SIZES:

Full Page (8" X 10.5") for a page with no bleed

Full w/ Bleed (8.5"X 11" crop + .125" bleed on each side)

Half page (3.875" X 10.375 vert) (7.875" X 5.187" horz)

One-quarter page (3.875" X 5.187" vertical)

Business directory one-tenth (3.875" X 1.76" horizontal)

## CAMERA-READY SPECIFICATIONS

**BLEEDS:** A bleed is where a background color or photo extends beyond the edge of a page. ONLY a full page in our magazine is allowed a bleed. See special size specifications listed under Advertisement Dimensions. Bleeds require crop marks and bleed marks. Any text should be 1/4" away from the crop.

**ACCEPTABLE:** Each ad should be submitted individually as an electronic file as a "high-quality print" PDF (.pdf) with CMYK colors at 300dpi resolution. We do not accept multi-page PDFs for multiple ads.

**NOT ACCEPTABLE:** Working files, such as InDesign, Quark, MS Word, MS Publisher files or images that have been published and downloaded from the web.

**SUBMITTING YOUR AD:** Please send your electronic file via email if it is small enough (under 10MB), or on a CD or DVD or thumb drive, or via link to an online download site. Any ad submitted by email will receive a reply email confirmation. If you do not receive confirmation within 24 hours, then there is likely a delivery problem. Please call to make other delivery arrangements.

**COLOR MATCH PROOFS:** If you have a high resolution printed color match-proof of your ad, please submit it for us to give to the printer for reference. No guarantees for color accuracy can be made, but we will instruct our printer to match as closely as possible.

### CONTACT:

William Ferrall, editor  
wmferrall@gmail.com  
508-228-8535

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## *Advertising Insertion Order Agreement 2014*

(Please use a separate insertion order for each unique ad)

Business/Organization / Contact Name \_\_\_\_\_ Phone \_\_\_\_\_ e-mail \_\_\_\_\_

Address \_\_\_\_\_

**Ad Space Reservation** (indicate ad size & rate for each issue)

March 19: Spring                      Size x #: \_\_\_\_\_ Cost: \_\_\_\_\_

June 11: Early Summer              Size x #: \_\_\_\_\_ Cost: \_\_\_\_\_

July 23: Summer                      Size x #: \_\_\_\_\_ Cost: \_\_\_\_\_

September 17: Fall                      Size x #: \_\_\_\_\_ Cost: \_\_\_\_\_

December 3: Winter                      Size x #: \_\_\_\_\_ Cost: \_\_\_\_\_

TOTAL COST: \_\_\_\_\_

**NAREB MEMBERS:**

If you would like designated "premium" or preferred" spaces, which are reserved initially for non-NAREB advertisers, please notify publications staff of your interest. If these premium position ads remain unsold by camera-ready due date, a NAREB advertiser will be chosen by lottery, from among those who have indicated interest, to take those spaces at the published non-NAREB prices. Premium or preferred placements are, in order of highest placement rates: Rear outside cover, inside front cover and inside rear cover, first right-hand page. No other positions are otherwise guaranteed. The publications staff will exercise full latitude with respect to positioning all non-premium advertisements provided by NAREB and non-NAREB members, but reasonable efforts will be made to accommodate the advertiser's position request. The advertiser shall be jointly liable for compliance with all the terms and conditions of the advertiser's contract, including payment for all advertising.

Email advertising materials for design, final camera-ready ads and direct all questions to: William Ferrall, Editor, wmferrall@gmail.com

The above contract provisions are agreed to this \_\_\_\_\_ day of \_\_\_\_\_ (month) \_\_\_\_\_ (year).

Charge my credit card: \_\_\_ Visa \_\_\_ MC Card# \_\_\_\_\_ Exp. date \_\_\_\_\_

Name as it appears on card (please print) \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

Cardholder Billing Address \_\_\_\_\_ Phone \_\_\_\_\_

Checks and money orders may be sent to: **NAREB Advertising, P.O. Box 335, Nantucket, MA 02554**

Terms and conditions for advertising in NAREB publications by NAREB members: Advertiser must be a NAREB member in good standing to receive NAREB discounted advertising rates. Rates are non-commissionable and due at the net rate, with all discounts included. Advertising must be paid for in advance, prior to that issue's due date for camera-ready ads. Editors reserve the right to refuse advertising placement if full payment has not been made by that date. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium, without the publications staff written consent. Advertiser agrees to furnish all advertising copy complete to publications staff by the published deadlines. All advertising copy created by publications staff is and remains the property of the publication, including all rights of copyright therein. The advertiser agrees to assume responsibility for all errors in copy proofread by the advertiser if the advertisement printed corresponds to the submitted proof. Advertising copy, the subject matter, form, size illustration and typography of all advertisements are subject to the approval of the publications staff. The publications staff reserves the right to edit, classify, reject or cancel any advertising copy at any time. The publications staff reserves the right to identify copy with "advertisement." The publications staff agrees to run a corrective advertisement or credit the advertiser for that portion of a first insertion that might have been rendered useless by typographical errors on the part of the publications.