

# HomeBuyers

now in its 25<sup>th</sup> year, provides up-to-date information concerning real estate for sale in Columbia County/ Northern Dutchess and surrounding areas. 7-10K copies are distributed monthly to 300 select drop-off points in Columbia County, northern Dutchess County, parts of Greene County and Western Mass. We also maintain a web site which contains links to our advertisers sites at: [www.homebuyers-online.com](http://www.homebuyers-online.com).

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## Rates and Sizes effective July 20, 2005

Size	1 Time/BW	12 Times/BW	1 Time/4 color	12 Times/4 color
Quarter page	\$120.00	\$100.00	\$220.00	\$200.00
½ page horizontal	\$175.00	\$145.00	\$275.00	\$245.00
½ page vertical	\$175.00	\$145.00	\$275.00	\$245.00
Full page	\$275.00	\$235.00	\$375.00	\$335.00
Cover	\$350.00 <small>available only to full page contract advertisers</small>			
Inside front & back	\$350.00			
Outside Back cover	\$375.00			

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The number of photographs/ad should not exceed 2/quarter page, 6/half page, 12 (preferably 9)/full page. If there are 12 photos on a full page, more than thirty words/photo will not be acceptable.

The cover is available upon a "first come, first serve basis" for full page contract advertisers for an additional \$350.00. Please call to reserve. The *design* of the cover remains the discretion of the publisher. Cover photos will be shot by HomeBuyers.

*Please label your photos with your office name and number your photos to correspond with numbered ad copy.*

### Extra Charges

Preferred Placement: **an additional 15%**

If graphics or logos, etc. are not camera ready, there will be an additional charge of \$10.00.

Changes to customer-supplied design or layout after proofing: \$10 each change.

Terms: Net 30 days.

There will be a service charge of 1.5% per month on all accounts over thirty days.

*First-time advertisers are expected to pay in advance until credit is established.*

### Deadline is:

The 1<sup>st</sup> of each month

Should the 1<sup>st</sup> fall on a weekend, the deadline will be the following Monday, i.e. 2<sup>nd</sup> or 3<sup>rd</sup>.

**We do not accept responsibility for errors in ads received after the deadline!**

E-mail ad Copy to:

[sales@cresinc.com](mailto:sales@cresinc.com)

Mail ad copy to:

HomeBuyers

P.O. Box 245, East Chatham, NY 12060

For other arrangements call or FAX:

**(518)794-7070**

# HomeBuyers Advertising Agreement

I,(we) \_\_\_\_\_, authorized representative of the firm

\_\_\_\_\_

contract for advertising space of \_\_\_\_\_ in size for **12 months** beginning \_\_\_\_\_ and

up to and including \_\_\_\_\_ for which we agree to pay \_\_\_\_\_ per ad.

*I (We) agree to the terms specified below.*

## Terms:

Payments must be made within **30 days** of the invoice date: A service charge of **1.5% per month** will be made for all payments made after thirty days. (All new accounts must prepay each month for 3 months in order to establish a credit rating with HomeBuyers.)

It is the responsibility of the advertiser to provide ad copy including photo(s), sketch(es) or line drawings on or before the **1<sup>st</sup> of each month** for publication the following month. **If no new material is received by the deadline your previous ad will be published. HomeBuyers is not liable for errors in any material received after the deadline.**

## Other Conditions:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

No conditions or agreements, oral or written, have been made that are not contained herein.

\_\_\_\_\_ Date \_\_\_\_\_

Authorized Signature

Firm: \_\_\_\_\_

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

\_\_\_\_\_ Zip: \_\_\_\_\_ Telephone: ( \_\_\_\_ ) \_\_\_\_\_

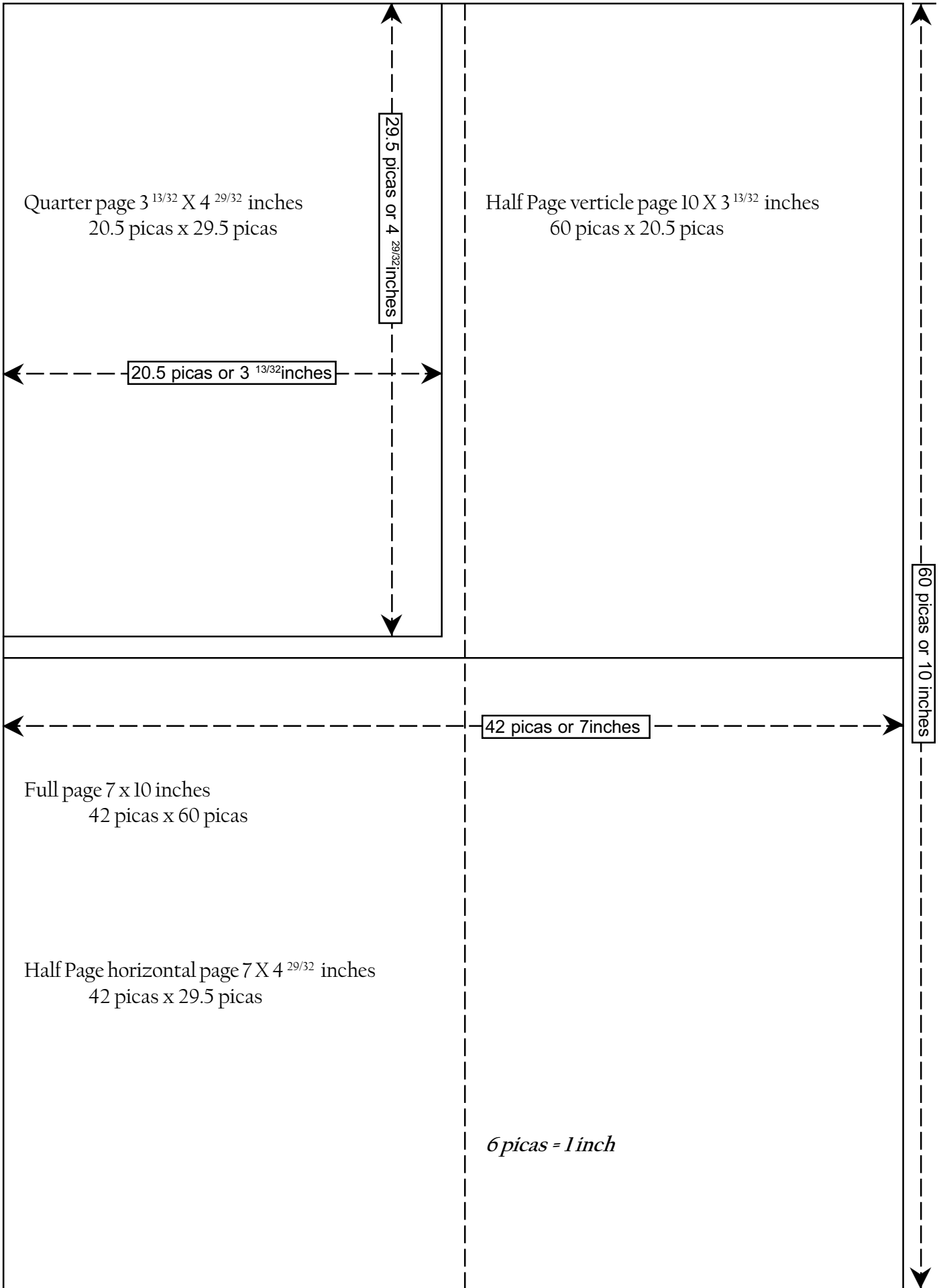
*Please sign and retain one copy for your file and return one copy to:*

**HomeBuyers**

P.O. Box 245

East Chatham, New York 12060

Fax 518-794-7070



## HomeBuyers helpful tips for ad creation.

The picture is the most important aspect of your ad. The picture will be the first thing to get attention. (*remember 90% of information absorbed comes through your eyes!*) A good photo is *very important*.

### Tips:

When taking a photo, walk the property to find the best shot, move cars, garbage cans, etc. *Look* through the view finder to see exactly what your picture is going to be.

If you tilt your camera up, you will get converging lines so that the image of the house will not be rectangular. Keep in mind that a wide angle view will be distorted on the sides.

Hose down a paved driveway, if possible, to make it look new.

If you are taking a shot where the house is shaded, turn on interior and exterior lights to accent the shot. Add decoration to interior shots.

It is frequently difficult to get good light in the winter with its overhanging cloudy days, but sometimes, if you wait until around 4 P.M., you will find that the sun has come out under the clouds in the late afternoon before sunset.

If you are sending photos digitally, send them in *jpeg* or *tif* format, 3x5 inch aspect ratio and at least 300 dpi. (*350dpi is best*) Digital photos and copy may be e-mailed to *sales@cresinc.com*

*Do not send computer printouts or photos that have already been halftoned.* They simply will not come out as sharply as an original photo. *Each time the original goes through a process, something gets lost.*

The next thing a prospect will look at after getting caught by the photo will be the price. If the price is what they are willing to spend, then they'll read the ad copy.

### Tips:

Make ad copy brief and enticing.

Try to avoid stating things that will disqualify the property.

*Make them call you to ask the questions about the property.*

Try to avoid putting too many photos on a page as they might be missed. (*never more than 12*)

Compose your ad in MS Word or some other text editor, number the ads to correspond with the photos and attach all the files to your e-mail and send it to *sales@cresinc.com*. If the photos are large you might have to send them in individual e-mails.

### Example:

### *Picture Yourself Here...*



Perfect Weekend Home on 20 Acres.  
3 bedrooms, 2 fireplaces, 2½ baths, pool, 2 car garage.  
*Call for details. \$899,000*

***John Smith Realty***  
***518-123-3456***