



Greater Seattle InfoGuide

www.seattleinfoguide.com

20,000 Distribution

Distributed through regional chambers of commerce, Puget Sound Realtor® associations, recruiting corporations, real estate and condominium developers, new home builders and relocation companies.

The exclusive relocation guide of the Seattle-King County Association of REALTORS® serving over 5,000 broker and affiliate members in King County and ABODA – the exclusive corporate housing contractor to Microsoft and Amazon.com.

“Thank you so much for the excellent *Seattle InfoGuide*®! I actively work with employers who are relocating or hiring new employees from out of state. This publication is my principal handout to these firms, as well as the mail-out piece to the relocating employees. The *InfoGuide*® is everything I need to inform my customers.”

— Jerry Buccola, RE/MAX Canyon Creek Realty

2012-2013 Print Advertising Rates & Mechanicals

PREMIUM POSITIONS		DISPLAY ADVERTISING	
Inside Front Cover	\$ 7,970	Dimensions (WxL) <i>see below for bleed specifications</i>	
Page One	\$ 7,970	Two Page-Spread	16 ¹ / ₂ " x 10 ³ / ₄ " \$ 8,790
Page Two	\$ 6,880	Full Page	8 ¹ / ₄ " x 10 ³ / ₄ " \$ 5,960
Page Three	\$ 7,100	Half Page	
Page Four	\$ 6,640	Island	4 ⁵ / ₈ " x 7 ¹ / ₂ " \$ 4,160
Page Five	\$ 6,880	Horizontal	7" x 5" \$ 3,680
Page Six / Opposite T.O.C.	\$ 7,160	One-Third Page	
Inside Back Cover	\$ 7,600	Vertical	2 ¹ / ₄ " x 10" \$ 3,320
Outside Back Cover	\$ 10,480	Horizontal	4 ⁵ / ₈ " x 5" \$ 2,880
Opposite Downtown Map	\$ 6,720	Quarter Page	3 ³ / ₈ " x 5" \$ 2,320

A recognized agency placing an insertion order and furnishing camera-ready artwork will receive a 15% discount. Agency commission is forfeited if invoice is not paid within 60 days of publication

Mechanical Requirements

Vernon Publications will output client's work according to these specifications. The client assumes all responsibility for files that do not output correctly due to errors or omissions in specifications. Files requiring correction will incur charges of \$110 per hour. You will be billed for these charges.

This publication is printed using four-color process colors only (CMYK) on a heat-set web offset press. It has a finished trim size of 8¹/₄" x 10³/₄". Type and other image area not intended to bleed must be kept at least 3/8" from final trim. Two-page spreads may bleed through the gutter. **Bleeds must extend 1/4" beyond the trim on all sides.** Full-bleed size is 8³/₄" x 11¹/₄". Ads must be submitted at the exact size the ad is to run in the book per

published dimensions: Trim Size, 8¹/₄" x 10³/₄"; Bleed Size, 8³/₄" x 11¹/₄".

Acceptable Ad Design: Ads must be produced with a border or be self-contained. Ad size must be the same as purchased, i.e. column(s) width by vertical inches (please refer to above dimensions).

Acceptable File Types: Files may be produced on the Macintosh or PC platform using Adobe Indesign, Illustrator, Photoshop, Acrobat or Quark XPress.

PDF, EPS or TIFF files are acceptable. If submitting native files (indd, qxd, ai or psd) please include all images and fonts used in the document. Ads can be emailed however for ads greater than 5mb, please contact Vernon Publications for ftp information.

Please be aware of the following requirements

Fonts and Text: Include all fonts contained in your document to ensure complete compatibility. When creating text with several different font attributes (example Helvetica Bold) use that specific font rather than using the style menu to assign these attributes.

Graphics: Photo images must be of high quality 300 DPI saved as TIFF or EPS. Include all graphics, TIFF, and EPS support files which are placed.

Colors: Please make sure all images are CMYK and all files are set to output as composite CMYK. All spot-color ads must be process screen builds.

Trapping: Everything must be trapped to fit. We do not provide digital trapping.

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The #1 Seattle Relocation Organic Search Result

The most convenient and cost effective way to reach the community of users actively looking to relocate to the Greater Seattle area.

BANNER ADS

468 pixels x 60 pixels (WxL)

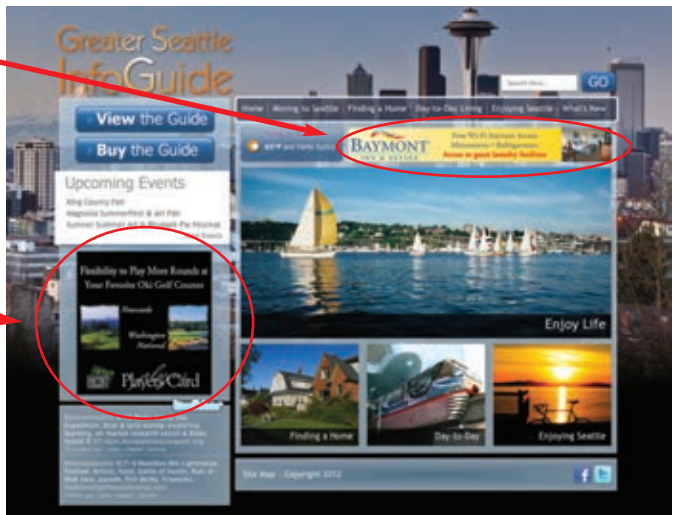
	Monthly	Yearly
Home Page Rotation	\$ 175	\$ 1,750
Targeted Section Rotation	\$ 75	\$ 750
Targeted Section Exclusive	\$ 225	\$ 2,250
Targeted Page Rotation	\$ 50	\$ 500
Targeted Page Exclusive	\$ 150	\$ 1,500

SIDEBAR ADS

120 pixels x 450 pixels (WxL)

	Monthly	Yearly
Home Page Rotation	\$ 245	\$ 2,450
Targeted Section Rotation	\$ 105	\$ 1,050
Targeted Section Exclusive	\$ 325	\$ 325
Targeted Page Rotation	\$ 70	\$ 700
Targeted Page Exclusive	\$ 215	\$ 2,150

Contact your sales representative or Vernon Publications for quarterly and semi-annual pricing options



InfoGuide Website Requirements

All ads should be saved as GIF, JPG or PNG files. Animated files are acceptable. Audio must be user initiated with a clearly visible on/off button. Files requiring correction will incur charges of \$110 per hour—you will be billed for these charges.

Vernon Publications reserves the right to refuse submissions and/or terminate any campaign at our sole discretion. Any additional questions related to advertiser specifications should be directed to info@vernonpublications.com.

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