


PRINCIPAL

Broker

OREGON & SW WASHINGTON

The Independent Trade Magazine For The Professional Real Estate Industry



The help you
need to make
it happen.

PRINCIPAL

Broker

A TRADE
MAGAZINE FOR
THE PROFESSIONAL
REAL ESTATE
INDUSTRY
OREGON & SW WASHINGTON

INDEPENDENT RESOURCE FOR REAL ESTATE

Living in the modern World of global communication, part of *Principal Broker's* "Mission" is to be a one-stop highlight reel and resource for real estate professionals to help make their lives more profitable and fulfilling. As an independent publication not connected with any industry association or government agency tied to the industry, we strive to provide information that you simply will not see or read anywhere else.

REACHING THE REAL ESTATE COMMUNITY

Principal Broker, with both Hardbound and Web-based Editions, now can be reached by all 22,000 real estate agents in Oregon and SW Washington. With currently over 4000 complimentary hardbound copies distributed and/or mailed directly to leaders and decision-makers in the industry each month, *Principal Broker* is already reaching a core segment of the industry, and our online home at www.principalbroker.com only adds to the broad reach of this publication.

COVERING THE REAL ESTATE INDUSTRY

For both the people within the real estate industry and those providing services, *Principal Broker* is the single most effective marketing tool to reach Realtors®. A glossy, full-color monthly hardbound magazine with its own web site for easy access, it is a must read for agents, brokers, vendors and anyone associated or interested in the products, events, controversies, opinions, and people in the industry.

MAKE THE MOST OF YOUR VISIBILITY!

Principal Broker offers an array of innovative ways for businesses to be rewarded through exposure and branding in front of the real estate community of Oregon and SW Washington. Our other "Mission" is to provide our Advertising Sponsors the means to achieve their goals, by helping them grab the attention of our readers and drive them to you through display advertising, feature stories, partnerships, and editorial content we deem of value to the industry.

*When you are seeking to make an impact in the real estate industry,
think of Principal Broker!*

Advertising Specs

STANDARD SIZES

FULL PAGE

If you are submitting your ad digitally, please follow the following specs:

All ads should be submitted as high-resolution, print-ready PDFs. Minimum resolution requirement is 300 dpi. Please make sure all ads are encoded in CMYK format for printing.

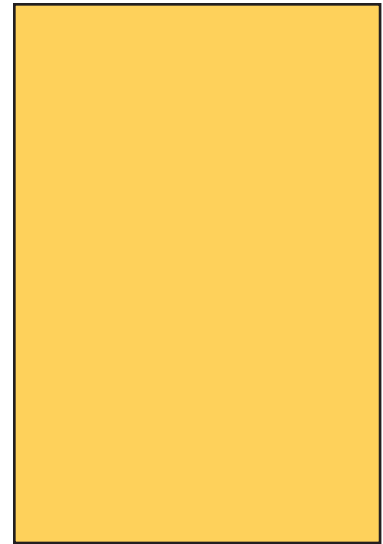
WITH 1/2" MARGINS

-- 8 x 10 1/2" tall

FULL PAGE (BLEED)

-- 8 1/2 x 11" tall

**double these sizes if you are purchasing double-page spreads.*



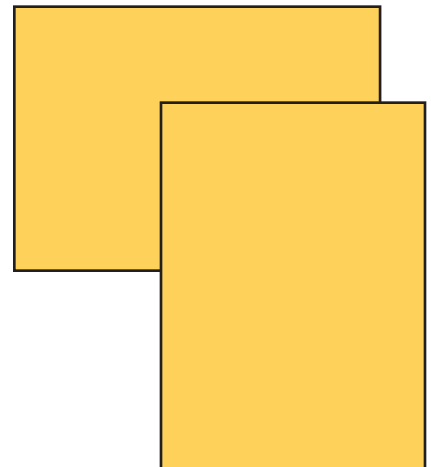
1/2 PAGE

HORIZONTAL

-- 7 1/2 x 5" wide

VERTICAL

-- 5 x 7 1/2" tall



Please follow the guide to the right when determining the size and placement of your ad. Sizes are desired but not fixed.

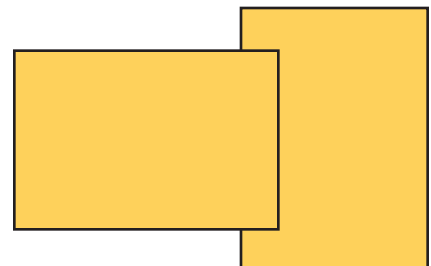
1/4 PAGE

HORIZONTAL

-- 5 x 3 1/2" wide

VERTICAL

-- 3 1/2 x 5" tall



2004 Rates

4 COLOR CONTRACT DISPLAY AD RATES

Size	3x	6x	12x
2 Page Spread	\$2100	\$2000	\$1900
<u>Covers/Premiums:</u> (Pages 2,3, IBC, BC)	\$2000	\$1800	\$1550
Inside Back Cover	\$1500	\$1350	\$1200
<u>Other Locations</u>			
Full Page	\$1300	\$1150	\$1000
1/2 Page (Horizontal)	\$900	\$800	\$700
1/4 Page	\$600	\$500	\$400

All Display Ads 4 Color (Cyan, Magenta, Yellow, Black)

REPRINTS

Feature Story Reprints (Hardbound Editions)

2 Page Reprint

1000 Copies: **\$945**; 500 Copies: **\$795**

Additional Reprints: \$200 per 1000

4 Page Reprint

1000 Copies: **\$1900**; 500 Copies: **\$1595**

Additional Reprints \$300 per 1000

Feature Story Reprints (High-Res PDFs)

2 Page Reprint

\$350

4 Page Reprint

\$500

Each Reprint includes: One (1) Title Page with photo

*The number of story photos is determined by reprint size
(1 photo per story page).*

Photos and Story are Authored by the Principal Broker staff

*For pricing information on 6 or 8-page reprints, contact
your advertising representative.*

PRINCIPAL BROKER ONLINE

Each of our advertisers are automatically linked to our web site (under the "Sponsors" page). Please visit the site at www.principalbroker.com to see how other advertisers are highlighted.

All pricing applies to hardbound publication and is not internet-based.

Note: All ads receive the benefit of full color. While clients may supply black and white ads, there is no discount. Also, please build all display ads as full color with PMS builds. No spot colors will be supported.

Submission Guidelines

All artwork is due by the 10th day of the month prior to publishing. All ads are to be submitted as Press-Ready, Hi-resolution PDF files.

For production and submission questions, contact your advertising representative.

PRINCIPAL

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