

AD DEADLINE DATE:

- A. SPACE RESERVATION is meant to reserve whatever size ad you want to run. Current contracted advertisers will automatically be reserved for the contracted space. For additional space, please call your **account manager** by the deadline day. Any space reserved after this date will be on a space available basis, not guaranteed. **All ad materials are due by this day.**

FINAL CLOSEOUT DATE:

- B. FINAL AD MATERIAL SUBMISSION is the last day that any material changes can be submitted to production. This includes all text, layout and photo information for all properties being advertised (new addresses for our photographer to shoot, emailed photos or prints being supplied). **If materials are not submitted by this deadline and you are a contracted advertiser, your previous issue ad materials will run again. If you are a new advertiser, your ad will run with what materials we do have in house. Otherwise your ad will be placed on space available to run.**

- a. **Text and Layout** – Our specially designed ‘Online AdMaker’ is the fastest, easiest way to submit all your ad materials for each issue. It allows you to have complete control of your ad, nearly eliminating any chance of error or misunderstanding, resulting in a faster turnaround on proofs to you. Each client has their own user-name and password to access their personal account. Please contact your account manager if you are not set up yet. This soon will be the only way to submit your ad materials, so sign up today.
- b. **New addresses for us to shoot** – Please be sure to include all necessary information for our photographer: directions, if necessary; gate codes; appointment information, if needed; etc. If all the proper information is not provided to our photographer within the time frame needed, he will shoot the best he can (ie: generic condo shot, front gate shot, etc) or clipart will be used.
- c. **Email photos** – All photos must be sharp and 300 dpi at the size it will print in the magazine. Photos taken from the web are not acceptable or usable. If photo is not submitted in time, we will have our photographer shoot it if we have the address, or clipart will be used.
- d. **Prints** – All photos must be sharp and original photos. Color copies from electronic files are not acceptable or usable. If photo is not submitted in time, we will have our photographer shoot it if we have the address, or clipart will be used.

APPROVAL TO PROOFS:

- C. PROOFS will be provided to each client to ensure the accuracy of the **original requested layout and properties, unless otherwise stated.** Due to printer schedules, minor corrections only are allowable at this point. Proofs are not to redesign the layout or to switch out properties.