

# SPACE AND MATERIALS RESERVATION PACKET

**DEADLINES REFLECT THE DATE MATERIALS ARE DUE IN THE MARKETING DEPARTMENT (PLEASE SEND VIA FAX OR E-MAIL TO JENNA OLIPHANT – CONTACT INFORMATION IS ON PAGE 5)**

## **COLORADO HOMES and LIFESTYLES MAGAZINE and COLORADO HOMES MAGAZINE (stand-alone publication)**

To advertise in these publications complete sections: 1, 2, 3, 4 & 5 found in **STEP 2 (beginning on page 2)**

ISSUE	DEADLINE	PUBLICATION DATE
<input type="checkbox"/> (June/July issue)	<b>Monday, March 22, 2010</b>	Tuesday, May 25, 2010
<input type="checkbox"/> (Sept./Oct. issue)	<b>Monday, June 28, 2010</b>	Tuesday, August 31, 2010



Listing will appear in **both Colorado Homes and Lifestyles Magazine and in our stand-alone magazine, Colorado Homes.\***

**\*IMPORTANT ADVERTISING INFORMATION:** Advertising space for our stand-alone magazine must be filled in eight-page increments and will be made available on a first-come, first-served basis. If the required page allotment is not fulfilled your ad will only appear in the selected issue of *Colorado Homes and Lifestyles Magazine* at the cost shown above.

- \$295 Quarter-page Template** (1 horizontal photo, 60 words of copy; see template on CBAgentInfo.com)
- \$590 Half-page Template** (see templates on CBAgentInfo.com) **Template choice:** \_\_\_\_\_
- \$1,180 Full-page Template** (see templates on CBAgentInfo.com) **Template choice:** \_\_\_\_\_
- \$1,200 Custom Full-page/Back Inside Cover** (call for rates, custom ad designed by Marketing Department)
- \$1,400 Cover + Custom Full-page** (custom ad designed by Marketing Department; call ahead to reserve)

## **COLORADO HOMES and LIFESTYLES MAGAZINE without stand-alone publication**

To advertise in these publications complete sections: 1, 2, 3, 4 & 5 found in **STEP 2 (beginning on page 2)**

ISSUE	DEADLINE	PUBLICATION DATE
<input type="checkbox"/> April issue	<b>Monday, February 8, 2010</b>	Tuesday, March 30, 2010
<input type="checkbox"/> May issue	<b>Monday, March 8, 2010</b>	Tuesday, April 27, 2010
<input type="checkbox"/> August issue	<b>Tuesday, June 1, 2010</b>	Tuesday, July 27, 2010
<input type="checkbox"/> Nov./Dec. issue	<b>Wednesday, September 1, 2010</b>	Tuesday, October 27, 2010



- \$345 Quarter-page Template** (1 horizontal photo, 60 words of copy, see template on CBAgentInfo.com)
- \$690 Half-page Template** (see templates on CBAgentInfo.com) **Template choice:** \_\_\_\_\_
- \$1,380 Full-page Template** (see templates on CBAgentInfo.com) **Template choice:** \_\_\_\_\_
- \$2,100 Custom Full-page** (custom ad designed by Marketing Department; call ahead to reserve)

### ADD-ONS

- Copies of *Colorado Homes and Lifestyles Magazine* \$5.00 each x \_\_\_\_\_ (quantity) = \_\_\_\_\_
- Copies of the Colorado stand-alone Magazine \$1.50 each x \_\_\_\_\_ (quantity) = \_\_\_\_\_
- One-Year Gift Subscription to *Colorado Homes and Lifestyles Magazine* - contact Jenna Oliphant for more information

**TOTAL COST FOR THIS ELEMENT: \$ \_\_\_\_\_**

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**SECTION 1 - AGENT AND PROPERTY INFORMATION**

Please complete section 1 for EACH property advertised

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**PROPERTY INFORMATION:**

**Property address will not appear in any publications listed in this submission packet.**

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

Property City: \_\_\_\_\_ County: \_\_\_\_\_

Neighborhood: \_\_\_\_\_

Price (required for submission): \_\_\_\_\_  Print price as "Price Available Upon Request"

MLS Number (or please provide approximate date property will be on MLS): \_\_\_\_\_

**AGENT INFORMATION:**

**Agent Name(1):** \_\_\_\_\_

Title/Designation: \_\_\_\_\_

Phone Number(s): \_\_\_\_\_

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

Website: \_\_\_\_\_

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

Office City: \_\_\_\_\_ Office Zip Code: \_\_\_\_\_

**Agent Name(2):** \_\_\_\_\_

Title/Designation: \_\_\_\_\_

Phone Number(s): \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Website: \_\_\_\_\_

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

Office City: \_\_\_\_\_ Office Zip Code: \_\_\_\_\_

**Assistant Name:** \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Assistant Phone: \_\_\_\_\_

**E-mail address of where to send submission confirmation:** \_\_\_\_\_

**E-mail address of where to send proof:** \_\_\_\_\_

**SECTION 2 - PHOTOGRAPHY**

Please complete section 1 for EACH property advertised

**PHOTOGRAPHY INFORMATION:**

- Photo(s) will be e-mailed to [jenna.oliphant@westrsc.com](mailto:jenna.oliphant@westrsc.com) (please read digital photo criteria listed below)
- I have included actual photos(s)/CD containing digital photo(s) with this Previews International Submission Packet
- I have uploaded photo(s) to the Coldwell Banker FTP site (see FTP upload information below)

**NUMBER OF PHOTO(S) E-MAILED/UPLOADED TO FTP SITE:** \_\_\_\_\_

**DATE E-MAILED/UPLOADED:** \_\_\_\_\_

**E-MAIL ADDRESS PHOTOS WILL COME FROM:** \_\_\_\_\_

**CONTACT PERSON PHOTO(S) WILL COME FROM:** \_\_\_\_\_

**PHONE NUMBER:** \_\_\_\_\_

**FTP SITE UPLOAD INFORMATION:**

Agents e-mailing several photos or large sized photos may now upload photos to the Coldwell Banker FTP site:

**<ftp://ftp.nrtsupport.com/marketing>**

**user:** NRTWEST/5405 (all caps)  
**password:** 5405  
**upload to folder:** Colorado Homes & Lifestyles Magazine photos  
 (drag photos into this folder)

**IMPORTANT:** After photos have been uploaded, please e-mail [jenna.oliphant@westrsc.com](mailto:jenna.oliphant@westrsc.com) with the number of photos uploaded and the file name of each photo.

**ADDITIONAL INFORMATION:**

- Digital photos must be 300 DPI or greater at the actual size photo will be printed (see chart below).
- Acceptable digital formats include: JPEG, TIFF or EPS files.
- E-mailed photos cannot be more than 10 MB per e-mail. Please send each photo in a separate e-mail.
- Digital images cannot be enlarged unless resolution is high enough (example: 6" x 4" photo at 200 dpi cannot increase to 300 dpi).
- If your digital photos do not meet the required photo criteria, you will be required to supply a 35mm photo print (not a digital print).
- Properties submitted for advertising that do not meet the photo resolution criteria will not be advertised and Agents may be charged for ad if ad spot cannot be filled by another property.

Actual Photo Size	DPI (dots per inch)	Pixel Count
9 inches wide x 6 inches high	300 or greater	2700 pixels x 1800 pixels
8 inches wide x 5 inches high	300 or greater	2400 pixels x 1500 pixels
6 inches wide x 4 inches high	300 or greater	1800 pixels x 1200 pixels
5 inches wide x 3 inches high	300 or greater	1500 pixels x 900 pixels
3 inches wide x 2 inches high	300 or greater	900 pixels x 600 pixels
2 inches wide x 1 inch high	300 or greater	600 pixels x 300 pixels



**SECTION 5 – PAYMENT (Checks and Visa/Mastercard Accepted)**

Each Advertising Materials Form must be accompanied by payment in order to be processed

**PROPERTY ADDRESS(ES):** \_\_\_\_\_

I have attached a check made payable to Coldwell Banker Residential Brokerage in the amount of \$ \_\_\_\_\_

Please charge my credit card (Visa/MasterCard accepted)

Complete information below **(ORIGINAL SIGNATURE REQUIRED; CREDIT CARDS ARE NOT KEPT ON FILE)**

**CREDIT CARD TRANSMITTAL**

COMPANY NUMBER OR METRO NAME: 622 – COLORADO

LOCATION NUMBER: 95001724 NAME: PREVIEWS

**SALES ASSOCIATE NAME:** \_\_\_\_\_

DESCRIPTION OF PAYMENT	DOLLAR AMOUNT	CO.	LOCATION	COST CENTER	ACCOUNT	BUD	INTER CO.
Colorado Homes and Lifestyles Magazine	\$	622	95001724	3142	61090	6000000	000
Other (extra magazine, etc...)	\$	622	95001724	3142	61090	6000000	000
<b>TOTAL FOR ALL ELEMENTS</b>	<b>\$</b>						

VISA       MASTERCARD      (AMEX/DISCOVER NOT ACCEPTED)

CREDIT CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

CARDHOLDER NAME \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

CREDIT CARD BILLING STREET ADDRESS \_\_\_\_\_

CREDIT CARD BILLING CITY, STATE, ZIP \_\_\_\_\_

CARDHOLDER SIGNATURE \_\_\_\_\_

**WE MUST HAVE YOUR SIGNATURE IN ORDER TO PROCESS SUBMISSION**

**FOR USE BY THE COLDWELL BANKER MARKETING DEPARTMENT**

Tracking Number(s) Assigned to Submission: CO10- / CO10- / CO10-



**Please return completed Advertising and Marketing Packet via e-mail, fax or inter-office mail to:**

**Coldwell Banker Marketing Department**

**Attention: Jenna Oliphant**

**925.275.3024 direct**

**888.3CB.WEST toll free**

**925.275.3071 fax**

[jenna.oliphant@westrsc.com](mailto:jenna.oliphant@westrsc.com)