

AD COPY SUBMISSION TIP SHEET

Page 1 of 3

NOTIFICATION & SUBMISSION

If you are on our monthly eMail Notification List, approximately one week prior to each Deadline, you should receive an eMail message advising you of our upcoming publication, its Deadline date, and whether or not it's one of our quarterly "Southern California" issues. If you're not on our list, send the publisher an eMail from the main page asking to be included.

If you intend to place an ad in the upcoming issue, it's always a good idea to respond immediately to the eMail or call (928) 476-4333 before the Deadline to advise us of your intentions so that we can reserve the space for you. You can safely reserve space as late as 5:00 pm on Deadline Day, but you must make arrangements to ensure that we receive your ad copy materials at our studio in Strawberry, Arizona.

If you intend to be a regular monthly advertiser and you don't want to manually reserve ad space every month, you can do so automatically by asking to be put on "**RE-RUN AS-IS**" status. That way, your ad is guaranteed to run in the next issue, whether you remember to submit new ad copy by the Deadline date or not. If you do get your ad copy to us in time, the changes will be made. If you do not, your ad will be re-run as it appeared in the previous issue with no changes.

Although we offer full digital services, we are entirely PC-based -- that means no Apple or Macintosh capabilities. We can accept virtually all IBM/PC-compatible materials submitted digitally via eMail or on a CD or floppy disk.

When sending photos, logos and other images by eMail, each image should be sent as a "ride-along" attachment to the message. It does not matter how many attachments you send with each message. Please understand that your images should never be imported, pasted or placed within the body of the eMail message. Each image should be sent as a stand-alone file, preferably saved in JPG format. Descriptive ad copy may be sent as text either typed or pasted into the body of the message or as an attached word processing or text file.

If you have images or text that already exist on an internet website that you would like us to use in your ad in the magazine, simply provide us with the URL (internet address) and we can download the material from the site. Not all images on the web are suitable for high-resolution printing.

If you have proprietary logos or special line art that you want us to use, please provide us with hard copy originals or high-quality digital images. All disks, CDs and hard copy materials will be returned to you intact if so requested.

If you are located in or around Payson, Arizona, we have a drop-box for physical (hard copy) ad submissions at the Rim Country Regional Chamber of Commerce office at the Beeline Highway and Main Street in Payson. Our last pick-up is at approximately 2:00 pm on Deadline Day. Place all ad copy in an envelope marked for Review Magazine. You should always call or send an eMail message to let us know you are leaving a copy submission.

AD COPY SUBMISSION TIP SHEET

Page 2 of 3

If your ad will require special layout work or if you suspect that extensive or multiple proofing will be needed, your material should be submitted to us well before the Deadline. Proofs are sent out in PDF format via eMail with a maximum 24-hour response requirement. Some proofs may require a shorter response time and will be so marked. A non-response to any proof is considered approval of the layout as is.

AD COPY COMPOSITION

When composing your ad copy, it's always a good idea to start out with a general descriptive statement of exactly what you want.

For example:

“January issue, Full page ad, 4-color, 11 photos, one text block.”

The property description text should be submitted in the same format and in the same order that you want it to appear in print. Our standard format typically contains the following elements in this order:

- BOLD CAPITALIZED SLUG OR LEAD-IN
- Text description, with or without address or community location
- Price (optional)
- MLS or other Photo ID code (**ESSENTIAL**)

EXAMPLE:

A TYPICAL DESCRIPTION begins with bold caps. The body contains everything you want to say about the property in 50 words or less (±). You may want to include the town, community or general vicinity of the property. The description should end with the price, unless you'd prefer otherwise, and the MLS number in parentheses. \$123,000 (**12345R**)

Please note that it is **ESSENTIAL** that the photos you provide be numbered or named in a manner that will allow correct identification with its corresponding text description.

The “R” after the MLS number (or other photo ID number) in parentheses is automatically added by us to enable you to track your responses. It stands for “Review” and tells you that the property was advertised in our magazine when handling phone calls or eMail from inquiring buyers.

IMPORTANT: When submitting ad copy changes to an existing ad that is already running in the magazine, it is not necessary for you to re-type the entire ad - just tell us what month you are working from, and what elements within the ad need to be changed. It takes much less time for you to specify individual changes than it takes to rewrite the entire ad.

When sending ad copy changes via eMail, please remember to always use the client's name in the SUBJECT line, e.g., **Joe Realtor's January Review Ad**, otherwise our SPAM / Junk Mail filters may re-route your message to the DELETED ITEMS folder.

NOTE: It is our policy and intent to respond to all eMail messages within 24 hours of receipt, even if it is only to send an acknowledgement with a full response to follow. Clients are encouraged to use the "**REQUEST READ RECEIPT**" function found under **TOOLS** in most popular Microsoft eMail applications. If you choose not to request a read receipt and do not receive our acknowledgement in a timely manner, you should assume the worst and re-send.

AD COPY SUBMISSION TIP SHEET

Page 3 of 3

Although we are not permitted to compile ad copy from MLS listing forms (you have to write your own descriptions), we can now download photos from the Central Arizona Board of Realtors (CABR) MLS data base through the Voyager program. If sending photos by eMail is a problem, just provide us with the current MLS number and we will download it directly from the CABR server.

SEQUENCE TIPS

Here is the order in which we “build” our ad pages. We usually complete one task, then proceed to the next. You may find this information helpful when arranging the sequence of your change instructions.

STEP 1) DELETIONS - These are photos and text in an existing layout that you want us to remove completely from the ad. We always do this first to “clear” usable space. If there are no deletions, we move to Step 2.

STEP 2) ADDITIONS - These are new photos and text or other elements that you want us to add to an existing layout. At this time, our layout requirements limit us to a maximum of 16 photo ads or separate elements on a full page. The content limits of half- and quarter-page ads may be more or less proportional.

STEP 3) CHANGES - These can be text changes, like price reductions or re-written text descriptions. They can also be new photos to update existing photos in the current layout. Lastly, they can be instructions addressing your header information, any specific graphic requirements or special effects, a request to re-order or “shuffle” the sequence of the elements on the page, and / or other layout specifications unique to the upcoming issue.

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