

# Details About the Newsletter

## Ordering Deadline

The deadline for ordering is 5:00 p.m. on the 15 of the month for the next month's issue. (For example, the February issue deadline is January 15th.) If the 15th falls on a weekend, the deadline is extended to 5:00 p.m. on the following Monday.

## Masthead Design

If you are a new subscriber and we do not have a newsletter masthead for your company, we will design one at no charge.

## What's included in the standard customizing?

Your photo and all contact numbers (phone, fax, e-mail, etc.), company name, address and logo is considered standard customizing. Your identification will also appear on the back cover at no charge.

## Is additional customizing available?

For a fee, additional customizing is available for the front and back covers only. No changes can be made to the inside spread.

## Optional Customizing Charges

- ✦ Personalized back page from a file..... \$10\*  
\* No charge to repeat same file.
- ✦ Create custom half-page with type and photos..... \$35
- ✦ Create custom full page with type and photos..... \$45
- ✦ Minimal type changes (i.e. phone numbers)..... n/c
- ✦ Custom "Dear Friends" copy (*you provide words*) \$ 5
- ✦ High resolution photo and signature scans ..... \$10

## Proofs

**First time subscribers:** We create a proof, using all your information, photo and logos, and e-mail the proof for your final approval.

**Renewal subscribers:** On or about the 5th of each month, you will be e-mailed a pdf of the new issue.

We do not send personalized proofs for each issue, unless:

- 1) You've submitted a change to your personalized information
- 2) You've requested a proof.
- 3) You've requested a custom back page.

## Photos/Logo Information

Send us your photo/logo by mail or e-mail.

Internet-quality images from web sites cannot be used.

For good quality results we require:

Pictures should be 300 DPI at full size.

Pictures should be TIFF preferably or JPG.

Send PDFs in press quality or original art.

## Mailing and List Management Services

Realty Resource, Inc. can:

- Mail your newsletters. (33.5¢ each.)  
Send us your updated list ***no later than the 15th*** of the month.
- Maintain and continually update your current mailing list.
- Create a customized mailing list specific to your needs.

## We Accept:

Visa, MasterCard, Discovery, American Express