

AD DEADLINES & HOW-TOS

Your advertising dollar buys crucial attention to your business in a unique context at extremely competitive ad rates. REM publishes every two weeks. Please get your completely correct ads and changes in *before* the deadline. We encourage credit card and electronic billing: 964-1318. Ask us about redesigning your ad for a nominal fee.

**IMPORTANT NOTE: Please email PHOTOGRAPHS – jpegs or tiffs.
We can no longer accept MLS numbers for artwork.**

December 17	April 20	August 24
December 31	May 4	September 7
January 12	May 18	September 21
January 26	June 1	October 5
February 9	June 13	October 19
February 23	June 29	November 2
March 9	July 13	November 16
March 23	July 27	November 30
April 6	August 10	December 14
		December 28

ADD DEADLINES

HOW TO WRITE A GREAT AD

Sometimes advertisers are tempted to "cram in as much information per square inch as an ad will hold," feeling that they have to get every one of their listings in every one of their ads. They end up reducing font sizes and photos to near-invisible sizes in order to follow this unwritten edict. This may not be the best use of your advertising dollar. Instead, consider the eyes of the reader/potential buyer. Many buyers are "hard of seeing" and appreciate bigger fonts, 10 point type at least. In this case, bigger is actually *much* better. Additionally, a postage-stamp-sized photograph does NOT replace a thousand words.

Think of your ad as a way to drive people to your web site. Put the most interesting listings in it, with high resolution, not-too-busy pictures that really tell a story about the property, and with descriptions that are appealing but not so overlaid with adjectives and superlatives that the point is missed. Consider making the pictures bigger and rotating the properties in your ad every issue or so. This could allow much better exposure for your sellers in the long run. Remember: **BIGGER IS BETTER; FEWER IS MORE**. No more than four listings per quarter-page is a good rule of thumb. That is only sixteen listings per full page, but the impact of a cleaner layout, bigger type and larger photos is immeasurably more user friendly and efficacious in terms of allowing readers to see what you have to offer. Your web site is the most important piece of information in the ad.

SERIF TYPE:

This is 6 point type. This is 8 point type. This is 10 point type. This is 11 point type. This is 12 point type. This is 14 point type.

SANS SERIF CONDENSED TYPE (condensed type saves horizontal space):

This is 6 point type. This is 8 point type. This is 10 point type. This is 11 point type. This is 12 point type. This is 14 point type.