

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 month, with extensive distribution throughout the county. Please get your completely correct ads and changes in ten days *before* the deadline. 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.**

DEADLINE / ISSUE DATE 2020

January 15/23	July 22/30
February 19/27	August 19/27
March 18/26	September 16/24
April 15/23	October 14/22
May 13/21	November 11/19
June 17/25	December 09/17

AD 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 fonts 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 website. 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 website is the most important piece of information in the ad.

SERIF TYPE:

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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.