

2009 Referral Marketplace Order Form

You can build referrals to your region from more than 47,000 CRS Designees and Members with an ad in the Referral Marketplace. Just complete this form!

NEW PRICE! When you buy three or more ads!
Create your own ad, or let us create one for you!

Each ad is 2 ¼ × 2 ¼ inches. No charge for color. See sample.



STEP 1. Check the issue(s) you want to place your ad in.

- Jan/Feb 2009 (Deadline: Nov 21)
- Mar/Apr '09 (Deadline: Jan 23)
- May/Jun '09 (Deadline: Mar 27)
- Jul/Aug '09 (Deadline: May 22)
- Sep/Oct '09 (Deadline: Jul 24)
- Nov/Dec '09 (Deadline: Sep 25)

STEP 2. Reserve a spot for your ad. Complete this form, including your payment information (see below) and fax to **202.331.2043 (FAX)**.

STEP 3. Tell us how you will submit your ad.

- I will create my own ad (see attached instructions).
- I want you to create my ad (\$100 fee; see attached instructions describing what you must submit).

STEP 4. Figure the cost.

One issue 1 at \$325\$ _____

OR THE BETTER VALUE:

Three or more issues 1 2 3 4 5 6 at \$215 each =.....\$ _____

Create ad for me.....\$ _____ (+\$100)

Total Amount Due\$ _____

Name _____	Company _____
Street Address _____	City _____ State _____ Zip _____
Phone _____	Fax _____ E-mail _____
<input type="radio"/> Check enclosed. Mail this form and check payable to Council of Residential Specialists to: Referral Marketplace, <i>The Residential Specialist</i> , c/o The Magazine Group, 1707 L Street NW, 3rd Floor, Washington, DC 20036	
<input type="radio"/> Charge my credit card <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express	
Card Number _____	Exp. Date _____ Today's Date _____
Print Name as it appears on the card (please print): _____	Signature: _____ (required)

Create Your Ad Yourself and Submit It Electronically

Please review carefully. You will be billed at the rate of \$100 an hour to fix supplied materials.

STEP 1. Create your ad and save it as high-resolution press-ready PDF:

- Required format for a four-color or black-and-white digital advertisement is a high-resolution press-ready PDF with all fonts and images embedded. Please visit pdf-x.com for additional information on preparing PDFs.

Do not send Word, PageMaker, Microsoft Publisher, Excel, CorelDRAW, PowerPoint, native Illustrator or PostScript formats unless you have converted the file to TIFF or EPS.

Photo or logos. If you are using a photo or logo in your ad, the resolution must be at least 300 dpi. Save scanned images as TIFF or EPS. **Do not use GIF, BMP, JPEG, PICT or other image formats.**

Fonts. Please embed all printer and screen fonts. **Do not use TrueType fonts.** For Italics or Bold, use the actual italic version of the font, not just an italic style.

STEP 2. Email us your high-resolution press-ready PDF:

send to: kathleen@themagazinegroup.com.

Let Us Create Your Ad.

(There's a \$100 one-time charge for each ad.)

STEP 1. Submit the following information via e-mail to kathleen@themagazinegroup.com.

- Your photo. Submit your color or black-and-white photo as a JPEG file. Resolution must be at least 300 dpi for it to look good when we create your ad.
- Text for your ad. What do you want to say? Please note a maximum of 30 words, including your phone, fax and e-mail, will fit in this ad.
- Your company logo saved as a TIFF or EPS file at least 300 dpi.

STEP 2. We will create your ad and send you a proof for approval. Minor changes can be made at no additional cost.

Please tell us how you would like to receive your proof:

- By e-mail as a PDF file. You must have Adobe Acrobat Reader to open and read this file.
- By overnight express (\$15 charge).

STEP 3. Approve your ad. We require you to give us a “thumbs up” on the ad, either by e-mail or by fax.

Thank you!