



lifestyleproperties

Real Estate for Desert Living

From the Publisher, Terry Darby

Welcome to *Lifestyle Properties*, an exciting approach to Real Estate marketing! In our beautiful Coachella Valley, property values have hit great highs and some lows but our housing industry will bounce back better than ever. For you, our valued advertisers, there has never been a better time than now to spotlight yourself and your properties through a fresh and exhilarating resource. That is what *Lifestyle Properties* is all about.

Our monthly magazine concentrates on creating the most innovative and interesting advertisements for each of our clients. Many of you have your own style of advertising and we will make sure that your ideas are properly executed in *Lifestyle Properties*. But rest assured that at every turn and with every ad, we will push the envelope on being unique and exciting!

While working in this business, I have listened and brainstormed with many Realtors and other business people. The universal cry has been that they want the product on time, they want their ad to be clear, concise and correct and they want the publication to be on the shelves in all possible locations throughout the Coachella Valley. *Lifestyle Properties* will strive to keep all of those goals in mind and make them a reality.

What I have created here is more than just a Real Estate advertisement magazine...*Lifestyle Properties* will also be used as a guide for the homebuyer. Now and then we feature articles by experts in the fields of real estate, mortgages, architecture, interior design, landscape and local interests. We will also provide contact numbers for area services and a handy map. Our covers are fresh, fun and stimulating, setting our publication apart from the others. *Lifestyle Properties* is the only real estate magazine that you would want to display on your coffee table!

We know that exposure is key when placing your advertisements, so we will have *Lifestyle Properties* in many major resorts and hotels throughout the valley, doctor and dentist offices, beauty and barber shops, fine restaurants and clubs, in addition to the standard grocery store, real estate office and street rack distribution. Your advertisements will be seen and read by a larger audience than any other publications. With our great covers and our appealing content, you won't see *Lifestyle Properties* in the nearest dumpster as witnessed with so many other free Real Estate publications. We also offer monthly mailing to out-of-towners looking for property here in the Valley. In addition, we offer *Lifestyle Properties* as an exciting on-line magazine at www.lifestylepropertiesps.com. Your ad is displayed along with links to your own website. In this competitive market, this is an added plus to you, the advertiser, at no additional cost!

In conclusion, I want to tell you that *Lifestyle Properties* is now in its 15th year of publication and that I have been a full time Valley resident for 20 years and bought my first vacation home here in 1980. I have always loved our beautiful mountains and incredible weather. I hope I live here until my last breath. This magazine is written from the perspective of a home town guy, my affection for my home and the Desert's wonderful people. It's a beautiful day in Palm Springs! I'm riding with the top down. Why not take a ride with me?

With warmest regards,

Terry Darby
Publisher

212 Tropical Park Street Rancho Mirage, CA 92270
(760) 464-7244

www.LifestylePropertiesPS.com

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DISTRIBUTION

***Lifestyle Properties* Street Racks and Boxes**

Our stands and racks target high traffic locations with emphasis on Palm Canyon Drive and the Highway 111 corridor. These attractive boxes employ an excellent opportunity to expose your listings to desert visitors who may not enter a supermarket or real estate office during their visit.

Real Estate Offices

We will be the largest distributor of magazines to Real Estate offices throughout the Valley. In essence, this serves as a color MLS book for the Realtors who place their ads with us.

In Major Resorts, Hotels and Fine Restaurants

This approach targets one of the biggest industries in the area...hospitality and tourism. *Lifestyle Properties* will be provided to the concierges in the Major Resorts and Hotels to be given to the visitor who may be here on a househunting mission, or to the visitor who decides during their vacation they want to move here permanently or even purchase a second home in our beautiful Valley.

The "Overlooked" Distribution Locations

You will find *Lifestyle Properties* in Doctors and Dentists offices, Beauty and Barber Shops and various local businesses because quite simply, real estate also sells by word of mouth among "locals". What better way to target our Valley residents than where they work and carry on day to day activities?

Nightclubs and Watering Holes throughout all Communities

Many visitors to our Valley come to relax during the day and play by night. *Lifestyle Properties* will be seen in many nightclubs in our Valley and will be the exclusive distributor of free Real Estate magazines in the gay establishments in Palm Springs!

Check Our our New and Improved Online Magazine: www.lifestylepropertiesPS.com

Lifestyle Properties is online. Each month, we will have the current issue on line for the world to see! In addition, each advertiser will have a link to their own website, if available.

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deadlines for space and materials

18th

The deadline to reserve space and to submit artwork will always be on the 18th of the month prior to publish date. (ie. For December 1 issue, artwork must be received by November 18th). If a camera ready ad is submitted, you are allowed 3 extra days to send it. We must receive the ad by the 21st of the month.

space	open	6x	rates 12x
Full page	\$ 450	\$ 425	\$ 400
Half page	\$ 350	\$ 325	\$ 300
Back Cover	\$ 800	\$ 700	\$ 600
Inside Front Cover	\$ 650	\$ 625	\$ 600
Inside Back Cover	\$ 550	\$ 525	\$ 500
Center Double Truck	\$1250	\$1150	\$1050
Priority (pgs. 1-5)	\$ 550	\$ 525	\$ 500
Preferred (pgs. 6-13)	\$ 500	\$ 475	\$ 450

The Lifestyle Properties Cover is available monthly at the rate of \$800.00. Call our office for details, stipulations and pricing.

Guaranteed Positioning add 20%

Rates include full color and ad design*

**Lifestyle Properties offers graphic design for your advertisement at no added fee.*

All ads designed for Lifestyle Properties issue is copyright protected and may not be duplicated, replicated or used without the express written consent of Designer.

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Advertising Specifications - Digital Submission

Display advertising must be submitted in digital/electronic data.

MAC OR PC Files accepted.

All files (ads and photos) must be submitted in CMYK at 300dpi.

The following file types will be accepted: PSD, EPS, TIF, AI, PDF

Freehand & Illustrator - All type in files must be converted to outlines (paths).

All Black text should be at **C=0 M=0 Y=0 K=100% (Black)**

Design Considerations: Hairline rules and reverse type (under 8 pt., particularly if a serif font) tend to fill in on press and are not recommended. Black backgrounds in 4-color advertisements should have the following under color: 50% cyan, 30% magenta, 20% yellow, 100% black. Live matter should not fall closer than 3/8" to trim. Spread advertisements running in a saddle stitch sections should allow for 1/4" grindout when bound into a perfect bound publication. **Please note:** The internet and MLS use a standard of 72 dpi for photos. These will not qualify for your ad as they are only at 25% of the required resolution. Low resolution photos *will not* be allowed in *Lifestyle Properties*.

full page

8.625" x 11.125"

includes .25"
bleed on all sides

Trim Size

8.375" x 10.875"

Live Area

8.125" x 10.625"

Submit Ads:

Files may be submitted on CD
or emailed to

Terry@lifestylepropertiesPS.com

half page

8.375" x 5.4375"

Trim Size

212 Tropical Park Street Rancho Mirage, CA 92270
(760) 464-7244

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Business Name "Advertiser": _____

Address: _____

City: _____ State: _____ Zip: _____ Email: _____

Phone: _____ Fax: _____ Other #: _____

Contact: _____ Title: _____

The Advertiser agrees to purchase # _____ pages(s) of color advertising space for a period of _____ consecutive issues in Lifestyle Properties. Upon completion of this Agreement, Publisher, at his sole discretion, may accept advertising space commitments from Advertiser under the same terms, conditions and acceptances as stated herein.

The term of this contract is from: _____ through _____.

Upon the signing of this Agreement, Advertiser agrees to pay the Publisher \$ _____ (per issue) Advance payment of \$ _____ representing the first issue/installment of this Contract is due upon signing of this agreement.

All future advertisement space will be paid by artwork deadline date by: _____ Credit Card (See Form) _____ Check.

Special Instructions: _____

The Advertiser agrees to pay Lifestyle Properties, Inc. at time of artwork deadline for that issue, otherwise, the Publisher reserves the right to remove advertiser from that issue. If Advertiser fails to pay within the above terms, the balance will be subject to a late charge of 1.5% per month. If the Advertiser fails to pay any amount when due, the Advertiser agrees to pay all costs of collection, including all collection agency fees, all expenses, court costs and attorney fees, including appellate attorney fees. If the Advertiser breaches this contract, the full contract amount shall become due and payable immediately as liquidated damages.

RESPONSIBILITIES OF ADVERTISER:

Advertiser agrees to the following guidelines and requirements:

(a) Submission of Production Materials: Submission of production materials by Advertiser must adhere to all requirements set forth with Publisher's Mechanical Specifications document. Mechanical Specifications are included in all Media Kits and are available upon request by fax, email, or post. The Publisher reserves the right and the sole discretion to invoice Advertiser for additional service charges should the Advertiser's submission not meet Publisher's specification. (b) Proof Approval: The Publisher will fax or email a proof for layout, fonts and accurate copy of all aspects of the advertisement including the spelling of names, correct addresses and telephone numbers and listing information. The Publisher cannot and will not be, liable for errors including, but not limited to misinformation, misprints, typographical errors or any other errors after a proof has been accepted and approved by the Advertiser. (c) Indemnity: The Advertiser agrees to indemnify and protect the Publisher from liability, expense or loss arising from suits or advertising content violating copyright, trademark or brand protection, or advertising content that includes the unauthorized use of a person's or business entities name or photography. (d) Advertisers reserving a monthly cover must submit a verticle high resolution photo and it must be approved by *Lifestyle Properties* personnel prior to acceptance for printing.

CANCELLATIONS: Five (5) days following the deadline date is the cut off time for cancellations or changes to an advertisement. Publisher retains the right to cancel this contract at any time without remedy to Advertiser. Publisher may refuse any or all portions of an advertisement from the Advertiser.

COPYRIGHTS: The Advertiser may not use any graphics, layout, typesetting, photographs, digital reproductions or other materials created by the Publisher without the express written permission of the Publisher. Written permission may be granted through the payment of a copyright transfer fee. Publisher reserves the right, at no expense the Advertiser, to reuse or reproduce any and all parts of an Advertiser's advertisement in future issues of Lifestyle Properties, or in other Publisher publications.

LIMITATION OF LIABILITY: The parties recognize that advertising may have an uncertain value to any particular advertiser and that it is difficult, if not impossible, to determine the value of advertising to any particular Advertiser. Therefore, the Publisher's liability for errors or omissions in any advertising or any breach of this agreement is absolutely limited to the charges for the specific item of advertising containing any errors or which was omitted. The Advertiser is limited to a proportional reduction in the charges for the advertising item in proportion to the reduction in the value of the advertising item must be made in writing to the Publisher within 30 days of the issue date, or the claim will be waived. If the advertising charges have been paid by the Advertiser, Publisher shall pay any refund due for errors, omissions or any breach of the contract within 30 days of receiving the accepted claim. **Publisher makes no representation or guarantees as to the effectiveness of any advertising. Additional Terms:**

SIGNATURE: _____ DATE: _____ TITLE: _____

PUBLISHER REPRESENTATIVE: _____

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CREDIT CARD AUTHORIZATION FORM



Name on Card _____

Billing Address of Card _____

Credit Card # _____

Exp Date _____

Sec Code _____

Total: _____

By signing below, I authorize Lifestyle Properties to bill my credit card for Monthly Advertising charges in the amount shown above.

Cardholder Signature _____

_____ (please initial) Additionally, I authorize Lifestyle Properties to retain my credit card information on file to be used in future billings for advertising.