

Genescene Real Estate Advertising Insert Information Sheet

Description: The 4-color Genesee Real Estate Quarterly advertising insert is included as a part of the Genescene newsletter delivered on the last day of each month (weather permitting) to all 883 homes in the Genesee Foundation neighborhood. The insert will appear in the March, June, September and December issues. The insert features ads for individual properties that are currently for sale in the Genesee Foundation community.

**please note, the Genesee Foundation neighborhood does not include Genesee Reservation, therefore ads for homes in this areas will not be accepted. It does include Genesee Village and Chimney Creek.*

Who Can Advertise: Any Realtor who has an active listing in the Genesee Foundation neighborhood

Availability: There are currently 24* ad spots (2" x 3" each) available each quarter on the two-sided insert. Ads are accepted on a FIRST-COME, FIRST-SERVED BASIS.

**If 24 ads are received prior to your submittal, you will be notified immediately.*

Ads Include:

1. A color photo of the property
2. The property address
3. A brief description of the property including the list price
4. The name and phone number of the real estate agent
5. A color logo of the agent's company

Cost: \$50/per property per month
There is a three (3) ad maximum per month, per real estate agent unless additional space is available.

Deadlines:

Space Reservation Deadline: Between the 1st and 5th of February, May, August & November
(inserts will appear in the Mar., June, Sept., & Dec. Issues)

Artwork and Payment Deadline: 10th of each month

Once artwork and payment have been received, an electronic proof of the ad will be e-mailed to each agent. Ad approval or changes must be made within 48 hours or the ad will be eliminated.

Ad Submittal Process: Information and Ad Submittal Forms are available at the Genesee Foundation office or can be downloaded from the Genesee Foundation website, www.geneseefoundation.org, click on the Genescene tab and the Real Estate Insert Information site.

To **Reserve Space**, EITHER...

- **E-MAIL** the following information to tracy.olson@comcast.net

Name

Company Name

Address(es) of properties to be included

Phone Number

Month ad(s) are to be inserted

OR

- Fill out the Ad Submittal Form and **FAX** it to Tracy Olson at **303.526.9326**.

To **Submit Artwork/Payment...**

Mail or E-mail the following to the address or e-mail address listed below:

- Color photo of the property – JPEG Format
(photos in horizontal formats are preferred in order to prevent having to crop the image)
- Property Address(es)
- A description of the property(s) including list price
(180 characters including spaces or about 30 words)
- Realtor/team name as it should appear in ad and phone number
(web addresses/e-mail addresses can not be included in ads)
- Color or Black/White Logo – Electronic TIFF format preferred
(logos will be kept on file for future use)
- Check made payable to the Genesee Foundation (\$50/property)
(If payment is not received by the 10th of the month, the ad will not be accepted)

****If you plan to place an ad that ran during a prior quarter, you do not need to resubmit all of the above.** Simply include in your fax or e-mail, the property address, the quarter that it last appeared, and note that it is to run “As Is” or include any changes.

Mail/E-Mail Information to:

Tracy Olson
25744 Bristlecone Ct.
Golden, CO 80401

tracy.olson@comcast.net

303.526.1078 ph.
303.526.9326 fax

Please contact Tracy Olson at 303.526.1078 if you have any additional questions.