



## Columbia Society of Real Estate Appraisers Newsletter Distribution and Advertising Rates

The Columbia Society *News and Views* newsletter is published three times a year (January, May, and September). It is emailed to more than 1,000 members and non-members. In addition, it is distributed to hundreds of students who attend our continuing education seminars throughout the year. All editions are posted and archived on the Columbia Society website: [www.columbiasociety.org](http://www.columbiasociety.org).

### Display Ads - Price Per Issue

Type	Size	Price
Business Card	3.5" w X 2.25" h	\$ 25.00*
Box Ad	3.5" w X 3" h	\$ 35.00*
Deluxe Business Card	3.5" w X 4" h	\$ 45.00*
Quarter Page	3.5" w X 4.5" h	\$ 50.00*
Vertical Ad	3.5" w X 6" h	\$ 60.00*
Half Page	7" w X 4.5" h	\$ 80.00*
Full Page	7" w X 9.0" h	\$150.00*

\*Ask About Discounts for Multiple Insertions

### Classified Ads (Examples):

**Help wanted** - long standing appraisal firm looking for part time residential appraisers for work in Nassau and Suffolk County. Call 516-555-5555.

**For Sale By Owner** - three bedroom home located in Bay Shore, NY. All contents included in sale. Call 516-555-5555 for address.

**Position wanted** – Appraiser Assistant looking for entry-level position with advancement opportunities. Call 516-555-5555.

**CLASSIFIED AD PRICES- \$10.00 Member Price \$20.00 Non-Members  
(Limited to 25 words or less)**

Rates are effective 2/1/2011. Rates are subject to change. Ads are subject to review by the Editorial Staff prior to insertion. Staff reserves the right to refuse advertising which it considers to be not in the best interest of the Society or its members.

\$150

7" w x 9" h

Full Page

<p>\$50</p> <p>3.5" w x 4.5" h</p> <p>1/4 Page</p>	<p>\$50</p> <p>3.5" w x 4.5" h</p> <p>1/4 Page</p>
<p>\$80</p> <p>7" w x 4.5" h</p> <p>1/2 Page</p>	

\$25

3.5" w x 2.5" h  
Business Card

\$35

3.5 w" x 3h"  
Box Ad

\$45

3.5"w x 4"h  
  
Deluxe  
Business Card

\$60

3.5 w x 6" h  
  
Vertical Ad

\$25

3.5" w x 2.5" h  
Business Card