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# a | r | e

ASIAN | REAL | ESTATE

THE OFFICIAL PUBLICATION OF THE  
ASIAN REAL ESTATE ASSOCIATION OF AMERICA

## THE MISSION

*a | r | e* is the official publication of the Asian Real Estate Association of America (AREAA). AREAA is a national business trade organization focused on expanding sustainable housing opportunities for Asian Americans and is dedicated to supporting businesses that serve the growing number of Asian Americans in the US. Additionally, AREAA works to facilitate mutual understanding and expanded relationships between the U.S. and Asia.

*a | r | e* is the first of its kind magazine that leverages the broad network of AREAA membership domestically and abroad to create a high-end real estate business magazine.

The magazine profiles major trends in real estate, discusses real estate choices made by consumers, highlights communities and developments, and provides a profile of some of the influential leaders in real estate, all with an emphasis on the Asian American community.

## FREQUENCY AND DISTRIBUTION

*a | r | e* is a quarterly publication. General electronic distribution reaches 15,000 key real estate experts, policy leaders and housing practitioners that serve the Asian homebuyer community throughout the United States and Asia. Print distribution totals 3,000 per issue to AREAA chapters, industry partners and policy makers.

Select issues include expanded print distribution to all attendees of major AREAA events, most notably the Spring issue, which will be distributed at the 2012 AREAA Global Real Estate Summit in New York City and the Fall issue, which will be distributed at the 2012 AREAA National Convention at the Bellagio Resort and Hotel in Las Vegas, September 23-25, 2012. For details on upcoming events, visit AREAA online at [www.areas.org](http://www.areas.org).

## AD SIZES / NET RATES PER ISSUE

<b>SPREAD</b> <b>\$2000</b> <i>Artwork to be submitted as two full pages</i>	<b>FULL PAGE</b> <b>\$1000</b> Inside Cover (front or back) \$2000 Back Cover \$2500	<b>1/2 PAGE</b> <b>\$750</b>	<b>1/4 PAGE</b> <b>\$500</b>
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<b>SPECS</b>	<b>TRIM</b>	9" x 10.875"	9" x 10.875"	4.375" x 10.875"	4.375" x 4.875"
	<b>W/ BLEED</b>	18.25" x 11.125"	9.25" x 11.125"	4.625" x 11.125"	
	<b>LIVE AREA</b>	8.25" x 10.125"	8.25" x 10.125"	4" x 10.125"	

## BUSINESS CARD ADS

Pre-formatted business card ads are available for a one time insertion fee of \$200 or \$750 for four consecutive placements.

For more information, or to place a business card ad, email the requested items at right to Praveen Sharma ([psharma@areaa.org](mailto:psharma@areaa.org)) with the subject line "Business Card Ad".

1. Headshot (JPG format, 300 DPI resolution)
2. Name
3. Title
4. Company
5. Mailing address
6. Phone numbers (two)
7. Email address
8. Website link
9. Personal message, up to 25 words
10. Logo (Vector or JPG format, 300 DPI resolution)

## DELIVERY

Submit print ready, high-resolution PDFs with bleeds, trim marks and fonts embedded to Praveen Sharma:

[psharma@areaa.org](mailto:psharma@areaa.org)  
 760-692-5721 phone  
 Asian Real Estate Association of America  
 5963 La Place Court, Suite 312  
 Carlsbad, CA 92008



DISPLAY ADVERTISING CONTRACT

The undersigned hereby requests space in a|r|e magazine, the official publication of the Asian Real Estate Association of America, per the rates stated.

COMPANY NAME \_\_\_\_\_

AGENCY NAME \_\_\_\_\_

COMPANY REPRESENTATIVE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY / STATE / ZIP \_\_\_\_\_

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AD SIZE:

TWO PAGE SPREAD

FULL PAGE

1/2 PAGE VERTICAL

1/4 PAGE VERTICAL

BUSINESS CARD

INSERTIONS (MATERIALS DEADLINE):

SUMMER 2012 (05/24/12)

FALL 2012 (08/01/12)

WINTER 2013 (11/01/12)

SPRING 2013 (02/01/13)

SUMMER 2013 (05/01/13)

All Rates are net.  
Total display ad  
cost per issue:

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Total display ad  
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\$ \_\_\_\_\_

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Payment made by:  Credit Card  Check (Made to AREAA)

To pay by credit card, please contact the AREAA office at: 760-918-9162

Fax this contract to: 760-585-1397  
Remit payment to:  
Asian Real Estate Association of America  
5963 La Place Ct, Ste 312  
Carlsbad, CA 92008

Ship Materials to:  
Praveen Sharma / psharma@areaa.org  
or to the mailing address at left  
For assistance, call  
Praveen at 760-918-9162