

## 2024-25 LISTING SUBMISSION GUIDE

### IMPORTANT DATES

Submission form opens .....April 1  
Submission form closes ..... June 15  
Deadline for agent approvals ..... June 21

### PROPERTY PHOTOS

*To be acceptable quality for print, photos should be 300dpi (dots per inch) at the dimensions listed below for that ad size.*

Quarter Page Ad..... 1 photo, 3.65”w x 2.35”h  
Half Page Ad ..... 3 photos, 4.2”w x 2.5”h  
Full Page Ad ..... 4 photos, 7.5”w x 4”h  
2-Page Spread ..... 6 photos, 10.35”w x 6.75”h  
4-Page Spread ..... 9 photos, 8.625”w x 8.625”h  
Custom Cover ..... 1 photo, 9.25”w x 11.125”h

- NOTE: For custom covers, please also provide a high resolution headshot if you don't already have one on file with Marketing.

### FILE NAME REQUIREMENTS

Photo files must be renamed to indicate the street address and the photo's position in the ad. Example: 123MainStreet\_1.jpg for the main photo, 123MainStreet\_2.jpg for the second photo, etc.).

- NOTE: You will be asked to re-name and re-send if your photos are not named properly, thus delaying your proof(s). Help us help you!

Please send to [cj@schmidthq.com](mailto:cj@schmidthq.com) and/or [katelyn@schmidthq.com](mailto:katelyn@schmidthq.com). For files too large to send via email, you may send a link to download the images from Dropbox, WeTransfer, or Google Drive (please make sure to adjust your share permissions accordingly!)

### PROPERTY DESCRIPTIONS

**Maximum character count includes spaces.**

Quarter Page ..... 465 characters max  
Half Page ..... 725 characters max  
Full Page ..... 1425 characters max  
2-Page Spread ..... 1825 characters max  
4-Page Spread ..... 2600 characters max

- NOTE: Descriptions may not be written in ALL CAPS or in Title Case. You will be asked to revise and re-send, thus delaying your proof(s). No abbreviations, please — those such as 2BR/2BA will be revised, affecting your final character count.

**Click here to check your character count!** 

### LINK TO LISTING (URL)

For best results, use the link to your listing found on your region's website ([cbgreatlakes.com](http://cbgreatlakes.com), [cbschmidtohio.com](http://cbschmidtohio.com), [coldwellbankervi.com](http://coldwellbankervi.com), etc.). No MLS links, please.

If you don't have a link to the property, you may use your business website (e.g., [teamname.com](http://teamname.com), [agent-name.cbgreatlakes.com](http://agent-name.cbgreatlakes.com), etc.)

- NOTE: longer URLs will be condensed to a bit.ly link to ensure that they fit in the designated space.

**Click here to create your own custom bitly.com link ahead of submitting!** 

### DIGITAL MAGAZINE UPDATES

Good news: your listing space is yours for the 2024-2025 edition of LUXURY! You can advertise any luxury property in that space — just email [cj@schmidthq.com](mailto:cj@schmidthq.com) by the 20th of the month to get your changes in the following month's digital edition. Whether you want to feature a whole new listing, swap out photos on an existing listing, or mark your listing as **SOLD**, we've got you.

To swap an existing listing out for a new one, send the following info to C.J. by the 20th:

- » Listing address, including the city and state
- » New photo(s)
- » New website URL
- » Price
- » Property description

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