

2012 ADVERTISING RATES

AE Report – delivers every Wednesday*

- UPPER BANNER AD: \$414 NET per issue
- LOWER BANNER AD: \$309 NET per issue

Marketplace Report – delivers the first Friday of each month*

- UPPER BANNER AD: \$414 NET per issue
- LOWER BANNER AD: \$309 NET per issue

*Delivery dates may be adjusted where necessary for federal holidays.

Space & Material Closing Dates For All INS Advertising

Space and materials are due no later than five business days prior to issue delivery date.

E-mail to jpowers@realtors.org

START: _____ END: _____

Specifications for All INS Advertising:

RAIL AD FORMAT: .GIF OR .JPG; 1 PIXEL BORDER REQUIRED; PLEASE ALSO PROVIDE A TEXT VERSION OF YOUR AD WITH A URL

RAIL AD DIMENSIONS: 468 X 60

MAXIMUM FILE SIZE FOR RAIL ADS: 13k

RAIL AD ANIMATION: TWO LOOP MAXIMUM; 1 SECOND PER FRAME MINIMUM SPEED

RAIL AD URL: PLEASE PROVIDE THE URL ADDRESS TO WHICH YOU WANT THE RAIL TO LINK

TEXT AD: PROVIDE NO MORE THAN 30 WORDS OF TEXT WITH URL



Internal News Service

Note: Photocopy this order form for future insertions or print one out at www.REALTOR.org/rmmediakit.nsf. This order form applies to all REALTOR® Magazine INS advertising.

CONTACT NAME: _____

COMPANY (IF APPLICABLE): _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: () _____ FAX: () _____

E-MAIL ADDRESS: _____

LINK ADDRESS TO THIS URL: _____

Pre-Payment (if required by REALTOR® Magazine)

Check Enclosed (Make checks payable to NATIONAL ASSOCIATION OF REALTORS®)

Credit Card MasterCard Visa Amex Discover

Card #: _____ Expiration: _____

Cardholder Name: _____

SIGN HERE

Signature: _____

I authorize REALTOR® Magazine to run my ads as scheduled on this order, and charge the above credit card (if applicable). By signing this contract, I also agree to receive marketing materials by fax from the NATIONAL ASSOCIATION OF REALTORS® and its representatives/agents.

All ad material (text and graphics) must be sent as an e-mail attachment to jpowers@realtors.org.

Send form/payment to:

Advertising Sales Associate
REALTOR® Magazine
430 N. Michigan Avenue
Chicago, IL 60611

Phone (312) 329-8332, or fax order to: (312) 329-8174

By signing this contract, I authorize REALTOR® Magazine Online to run my ads as scheduled on this order, and I agree to receive marketing materials by fax from the NATIONAL ASSOCIATION OF REALTORS® and its representatives/agents.

SIGN HERE

Signature: _____

Date: _____

Title: _____