

2012 ADVERTISING RATES

- TEXT POSITION 1: \$5,432 NET
- TEXT POSITION 2: \$3,633 NET
- RAIL POSITION 1: \$4,744 NET
- RAIL POSITION 2: \$4,744 NET
- RAIL POSITION 3: \$4,072 NET
- RAIL POSITION 4: \$3,461 NET

Issue and Material Due Dates

(Check each month(s) you want to run.)

- | | |
|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> JAN 12/6/11 | <input type="checkbox"/> JULY 6/12/12 |
| <input type="checkbox"/> FEB 1/17/12 | <input type="checkbox"/> AUG 7/17/12 |
| <input type="checkbox"/> MAR 2/14/12 | <input type="checkbox"/> SEPT 8/14/12 |
| <input type="checkbox"/> APR 3/20/12 | <input type="checkbox"/> OCT 9/18/12 |
| <input type="checkbox"/> MAY 4/10/12 | <input type="checkbox"/> NOV 10/9/12 |
| <input type="checkbox"/> JUNE 5/15/12 | <input type="checkbox"/> DEC 10/30/12 |

Delivery Dates (Approximate)

JAN 12/13/11	JULY 6/219/12
FEB 1/24/12	AUG 7/24/12
MAR 2/21/12	SEPT 8/21/12
APR 3/27/12	OCT 9/25/12
MAY 4/17/12	NOV 10/16/12
JUNE 5/22/12	DEC 11/6/12

TEXT AD SPECIFICATIONS

PROVIDE 20-30 WORDS OF TEXT WITH URL. REALTOR® MAGAZINE ONLINE RECOMMENDS USING THE LEAST AMOUNT OF WORDS POSSIBLE FOR THE MAXIMUM ADVERTISING IMPACT.

RAIL AD SPECIFICATIONS

FORMAT: .GIF OR .JPG; 1 PIXEL BORDER REQUIRED

DIMENSIONS: 120 X 240

MAXIMUM FILE SIZE: 13K

ANIMATION: TWO LOOP MAXIMUM

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

TEXT VERSION: 20-30 WORDS OF TEXT WITH URL FOR THOSE WHO CANNOT RECEIVE HTML. REALTOR® MAGAZINE ONLINE RECOMMENDS USING THE LEAST AMOUNT OF WORDS POSSIBLE FOR THE MAXIMUM ADVERTISING IMPACT.

Terms of Sale

No cancellations or changes in online orders will be considered unless submitted to the publisher in writing at least five business days prior to the start of the ad campaign. Any written cancellations received before five business days will be subject to a 50% cancellation policy. "Online orders" refers to any roadblock, rail, or text ad.

REALTOR®
MAGAZINE

NATIONAL
ASSOCIATION of
REALTORS®

Business Tips e-Newsletter

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 e-mail advertising.

Advertiser Information

CONTACT NAME: _____

COMPANY (IF APPLICABLE): _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: () _____ FAX: () _____

E-MAIL ADDRESS: _____

LINK ADVERTISEMENT 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: _____

Reports

Upon request, the number of impressions and click-thrus will be provided via e-mail to customers on a monthly basis and will be sent approximately ten days after the deployment of the newsletter.