

2012 ADVERTISING RATES

- TEXT POSITION 1: \$2,346 NET PER WEEK
- TEXT POSITION 2: \$2,110 NET PER WEEK

- RAIL POSITION 1: \$1,947 NET
- RAIL POSITION 2: \$1,947 NET
- RAIL POSITION 3: \$1,680 NET
- RAIL POSITION 4: \$1,680 NET

SPACE & MATERIAL CLOSING DATES

Space and material are due no later than five business days prior to Monday start date.

Weeks: _____ TEXT RAIL
_____ TEXT RAIL
_____ TEXT RAIL
_____ TEXT RAIL
_____ TEXT RAIL
_____ TEXT RAIL

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 Daily News E-Mail



Note: Photocopy this order form for future insertions or print one out at www.REALTOR.org/rmmediakit.nsf. This order form applies to all NAR Weekly Report 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 NAR 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 NAR 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: _____