

## 2012 ADVERTISING RATES

### Homepage (LEADERBOARD AND 2 RECTANGLE OPTIONS)

\$55 NET PER 1,000 PAGE IMPRESSIONS, MINIMUM IMPRESSION COMMITMENT IS 50,000.

REQUESTED # OF IMPRESSIONS: \_\_\_\_\_

COST: \_\_\_\_\_

### Space & Material Closing Dates

Space and material are due no later than five business days prior to the running date.

START: \_\_\_\_\_ END: \_\_\_\_\_

### Section Pages (LEADERBOARD & RECTANGLE ADS RUN TOGETHER ON A PAGE). AS AVAILABLE:

TOGETHER ON A PAGE). AS AVAILABLE:

- BROKERAGE MANAGEMENT
- HOME AND DESIGN
- LAW AND ETHICS
- NEWS AND COMMENTARY
- SALES AND MARKETING
- TECHNOLOGY
- ROS

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REQUESTED # OF IMPRESSIONS: \_\_\_\_\_

COST: \_\_\_\_\_

### Space & Material Closing Dates

Space and material are due no later than ten business days prior to the running date.

START: \_\_\_\_\_ END: \_\_\_\_\_

### Terms of Sale

Online ad materials must be received by the start of the ad campaign or advertisers will be billed for page impressions generated while material is pending. 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 after five business days prior to the start of the ad campaign will be subject to a 50% cancellation policy. "Online orders" refers to any roadblock, rail or text ad.

## SPECIFICATIONS

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

**DIMENSIONS:** LEADERBOARD 728 x 90  
RECTANGLE 300 x 250

**MAXIMUM FILE SIZE:** 50K EACH

**URL:** PLEASE PROVIDE THE URL ADDRESS TO WHICH THE AD WILL LINK.

ADDITIONAL SPECIFICATIONS FOR FLASH ADS CAN BE FOUND AT:

[www.realtor.org/rmmediakit/realtor+magazine+online/mediakit\\_online\\_onlinespecs](http://www.realtor.org/rmmediakit/realtor+magazine+online/mediakit_online_onlinespecs)

REALTOR<sup>®</sup>  
MAGAZINE

## Online Advertising



Note: Photocopy this order form for future insertions or print one out at [www.REALTOR.org/rmmediakit.nsf](http://www.REALTOR.org/rmmediakit.nsf). This order form applies to all REALTOR<sup>®</sup> Magazine online 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<sup>®</sup> Magazine)

Check Enclosed (Make checks payable to NATIONAL ASSOCIATION OF REALTORS<sup>®</sup>)

Credit Card     MasterCard     Visa     Amex     Discover

Card #: \_\_\_\_\_ Expiration: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

**SIGN HERE**

**Signature:** \_\_\_\_\_

By signing, I authorize REALTOR<sup>®</sup> Magazine Online to use the above credit card for payment of each scheduled ad.

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

Send form/payment to:

Advertising Sales Associate  
REALTOR<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> and its representatives/agents.

**SIGN HERE**

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Title:** \_\_\_\_\_