

AUSTIN REALTOR®

Advertising Rate Card

As of November 9, 2011

The **Austin REALTOR®** is the official publication of the Austin Board of REALTORS®. This monthly newsletter is read by more than 8,000 REALTOR® and affiliate members, making it an ideal advertising vehicle for reaching all professionals active in the real estate industry. Issues are mailed at the end of the month prior to publication date.

COPY APPROVAL

All ad copy is subject to approval by the publisher. No contract, insertion order or copy change will be accepted without written confirmation. The publisher assumes no responsibility and will not be held liable for any statements appearing in advertising. It is assumed by the publisher that all pictures, names and endorsements submitted by the advertiser are covered by written consent.

TERMS AND CONDITIONS

The publisher reserves the right to reject or cancel any advertising that does not conform to the standards or policies of the publication. The publisher does not accept ads for recruiting agents; buying and selling property; leasing office space or equipment; seeking or offering employment; or promoting or endorsing political candidates.

DEADLINES

Classified ads are due by the 10th of the month prior to publication. Space reservation deadline for print ads is the 10th, with camera-ready art due by the 10th. If dates fall on a weekend or holiday, deadlines will be on the following business day. As space is limited, placement is on a first-come, first-served basis. Space reservation deadline for online ads is the 25th, with camera-ready art due by the 1st.

CLASSIFIED ADS

Classified ads are free to ABoR members to advertise their used office equipment, furniture or computers. Ads are limited to 30 words (including agent's name, firm name, address, phone, fax and e-mail numbers) and a headline. Headline must be no more than 25 characters, including spaces, symbols and punctuation. Ads are available on a first-come, first-served basis and are available to ABoR members only. As space is limited, no frequency contracts are available. Ads must be secured on a monthly basis. A maximum of one ad may be purchased by one person per company per month.

PRINT AND ONLINE ADS

Advertisers must sign an insertion order for all ads placed. All advertising will be billed at a one-time rate until advertiser signs an ad agreement for a specific frequency rate discount. An advertiser may cancel the agreement, but will be charged at a corresponding rate for the number of insertions fulfilled. All cancellations must be made in writing prior to the space reservation closing date. The publisher reserves the right to revise any rates, terms and conditions of this rate card with notice of 30 days. No frequency rates are available for online ads.

PRINT AND ONLINE AD MECHANICAL REQUIREMENTS

Only camera-ready ads will be accepted. Please provide PC-compatible, print-quality (at least 300 dpi) files. Acceptable files include: .eps, .tiff and .pdf. Ads print black and white or four-color (CMYK only) with no bleeds. Inserts are not accepted. Ads may be submitted on disk or via e-mail. Online ads must be submitted in .jpg format, online quality (at least 72 dpi). Flash animation is prohibited.

AD RATES

Members of the Austin Board of REALTORS® receive a 10 percent discount on all display advertising. Frequency discounts are also available as indicated below. An advertising agreement must be signed in advance to receive these discounts. Rates listed are per insertion.

PRINT ADS	FREQUENCY		
	1x	3x	6x
Full Page (7.25" wide x 9.9375" deep)			
four-color	\$1000		
1/2 Page (7.25" wide x 4.9062" deep)			
black & white	\$450	\$427	\$405
four-color	\$650	\$617	\$585
1/4 Page (3.5625" wide x 4.9062" deep)			
black & white	\$300	\$285	\$270
four-color	\$500	\$475	\$450
1/8 Page (3.5625" wide x 2.3906" deep)			
black & white	\$100	\$95	\$90
four-color	\$300	\$285	\$270
Online Ads			
Square Ad (250 pixels wide x 250 pixels high)			
	\$300		
Banner Ad (600 pixels wide x 120 pixels high)			
	\$600		

PAYMENT

All payments are due in full 30 days from invoice date and should be made payable to Austin Board of REALTORS®.

CONTACT

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AUSTIN REALTOR®

Ad Agreement

Are you a member of the Austin Board of REALTORS®? yes no
(members receive a 10% discount on ads)

Company Name _____

Company Representative _____

Mailing Address _____

Billing Address (if different from above) _____

E-mail _____ Website _____

Telephone Number _____ Fax _____

This non-binding Advertising Agreement may be revoked at any time, for any reason, by either party.
Cancellations must be in writing and are due by the 10th of the month.

Signature of Company Representative _____

Signature of ABoR Representative _____

Date _____ Date _____

Insertion Order

Print Ad Size: 1/8 page 1/4 page 1/2 page Full page Online Ad Type: Square Banner

Print Ad Type: Four-color Black & White

Months of Insertion(s):

- January/February March/April May/June
 July/August September/October November/December

Number of Insertions: _____ Price per Insertion: _____

Total Amount Due: _____ Payment Amount for First Insertion: _____

Payment Options:

- Check enclosed (made payable to ABoR)
 Bill my: AMEX Discover MasterCard VISA

Credit Card Number: _____ Exp. Date: _____

Authorized Signature: _____