

Advertising Agreement

Company Information

Date: _____

Billing Contact

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

Email: _____

Main Contact

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

Email: _____

Pricing

Magazine Advertising Rates

	Monthly	Contracted
Full Page (12 Listings)	\$550.00	\$475.00
1/2 Page (6 Listings)	\$400.00	\$325.00
1/4 Page (2 Listings)	\$325.00	\$250.00
Single/Rental Listing (1 Listings)	\$200.00	\$125.00
Business Card Listing	\$200.00	\$125.00

Online Advertising Rates

Ad Type	Monthly
Business Banner Ad	\$150.00
Featured Agent Ad	\$150.00

Additional Services

- Graphic design is billed at \$65.00 per hour with a one hour minimum.
- Flash banner advertisements can be created for \$150.00
- HTML banner advertisements can be created for \$100.00
- HD Virtual Tour Video - \$100.00 each, \$600.00 for 10
- Reprints - \$225.00 for 150, \$500.00 for 500, \$700.00 for 1000
- Direct Mail Services Available

Submission Format

- To ensure placement payment & ad copy must be received on time.
- Pre-made advertisements should be emailed to clients@therealtypress.com.
- Contracted advertisers must submit their advertisement through The Realty Press website.
- Proofs are not provided to advertisers who provide their own artwork

All photos to be submitted at 300 DPI

All logos to be submitted as a vector artwork or at 300 DPI (no 'web' graphics)

Please specify color requirements if applicable

Payment

Payments may be made by Credit Card or
ACH Debit:

(Circle one)

Pay by ACH Check Pay by Credit Card

(Circle one)

Charge my credit card: VISA MC AMEX DIC

Cardholder Name: _____

Card Number: _____

Expiration Date: _____

Signature: _____

Pricing

Ad Type: _____

Rate: _____

Positioning / Discount: _____

Frequency: _____

Total \$: _____

Special Notes

*monthly customers will be sent an invoice to be received by the 20th of each month

Signature (advertiser/ agent)

_____ Date _____

I agree to abide to the terms and conditions listed below.

Signature (The Realty Press representative)

_____ Date _____

Terms and Conditions

The advertiser and agency if any (hereinafter Advertiser and Agency) and the publisher accepting this order (hereinafter Publisher) hereby agree to the following conditions:

- 1.) Contract space must be used within one (1) year from first insertion. Upon acknowledgement of any insertion order, The Realty Press reserves the right to reject any advertising copy that in its sole discretion conflicts with the content, format, style, or appearance of the publication, or otherwise does not conform with reasonable standards of good taste. Advertiser or Agency may cancel an order for advertising in writing only. No cancellation is considered accepted until confirmed in writing by the Publisher. If the Advertiser or Agency cancels, Advertiser or Agency shall pay Publisher a short rate equal to the difference between the rate earned under the contract and the rate applicable to the actual frequency of publication determined in accordance with Publisher's rate card.
2. Cancellations (as well as changes in insertion orders) will not be accepted by the Publisher after the published closing dates.
3. Advertisements will be accepted only through The Realty Press Advertising Agreements. General standards which govern the acceptance of advertisements in The Realty Press include but are not limited to the following: advertising in The Realty Press shall not be false, misleading, fraudulent, or deceptive; substantiation of any representation, claim, or statement made in any advertisement may be required; and advertising must conform to reasonable standards of good taste. The Advertiser must also follow the The Realty Press advertising guidelines in the media kit.
4. The Advertiser and Agency, jointly and severally, are liable for payment for all published advertisements. Insertions require complete prepayment by the scheduled space closing date (the 15th of the month) to ensure placement. The Realty Press reserves the right to pull any advertisement or listing that is not paid by the space closing date. First-time insertions require complete prepayment by the scheduled space closing date. Where credit is allowed, monthly accounts are due and payable upon receipt of invoice and considered past due if payment is not received within 30 days of invoice date. The Realty Press reserves the right to contact the client directly when any account is 60 days past due. No agency discount will be allowed on any advertising invoices 60 days past due. If an account is 60 days past due, all advertising will be discontinued until the account is brought current.
5. If the Publisher is not paid in full for advertisement as due, Advertiser and Agency agree to pay an additional 1.5 percent per month as a service charge on the unpaid balance, until paid, and all costs of collection incurred by the Publisher, including attorney's fees and costs. Publisher will not accept terms of sequential liability.

6. The Publisher shall not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the provisions set forth here.
7. All advertisements are published on the representation of the Advertiser and Agency that both are authorized to publish the entire contents and subject matter of the advertisement.
8. The Advertiser and Agency agree not to make any promotional reference to The Realty Press without the prior permission of the Publisher for each such use.
9. Advertising which simulates editorial content must carry the caption 'Advertisement' in not less than six (6) point type in the overall space occupied.
10. Publisher assumes no responsibility or liability for any errors that may occur in connection with key numbers in any advertisement. The Publisher shall not be liable for any failure to publish all or any portion of the issue in which an advertisement is contained if such failure is due to acts of God, strikes, accidents, or other occurrences beyond the Publisher's control. Failure by Publisher to insert advertisement in any particular issue or issues invalidates the order but shall not constitute a breach of contract.
11. Advertisements omitted from any particular issue or issues shall be made up or rate adjusted. In no event shall Publisher be liable for any other damages, including but not limited to consequential damages.
12. The Advertiser and Agency, jointly and severally, shall indemnify and hold harmless the Publisher, its officers, agents, and employees against claims, suits, expenses (including legal fees), and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.
13. The Publisher will not be mediator for any advertiser/reader disagreements or business transactions. Any advertiser or reader complaint is to be handled directly with the parties involved.
14. Customer agrees that any design produced by The Realty Press in this publication shall not be reproduced in any other publication or source of advertising other than The Realty Press. _____
15. In the event that the customer pays The Realty Press design fee, The Realty Press agrees to allow the customer to use The Realty Press design in any other publication or source of advertising. _____