

Virginia Peninsula Association of REALTORS®, Inc.

PeninsulaREALTOR®

Digital Magazine

Official Monthly Newsletter of the
Virginia Peninsula Association of REALTORS®

Advertising Policies and Procedures

Each month, the **PeninsulaREALTOR®** is delivered to over 1000 REALTORS®, brokers, sales managers, affiliate members, political representatives and members of other Associations, nationwide. The REALTOR® Update is the primary source of information concerning VPAR educational opportunities and requirements, services, events, activities, member and committee news, NAR and VAR updates, political happenings and other "need to know" information.

The **PeninsulaREALTOR®** makes a reasonable effort to establish the integrity of its advertisers, though it does not endorse advertised products or services unless specifically stated. The Association reserves the right to reject any advertisement including, but not limited to, those that are legally questionable, that may support products or services of questionable standards or that are inconsistent with the high professional standards of the Code of Ethics of the Association.

Advertising is open to **REALTOR®** members, member firms, affiliate members and non-members. "Institutional" advertising will be allowed by Affiliate members and member firms only. "Product" advertising will be accepted from **REALTOR®** members, member firms, Affiliate members and non-members. Product advertising is limited to residential subdivisions, commercial or industrial units and real estate related products and services, excluding personal listings.

A digital ad with a minimum of 150 dpi resolution in .pdf, .tif or .jpg emailed to the editor, Jim Wetzel at jimwetzel@vpar.org no later than the 15th of the month prior to publication (example: February ads must be submitted by January 15). Cancellations will not be accepted after that date.

Discounts

A discount on advertising is offered to all VPAR REALTOR® and Affiliate members. **The discount is allowed on advertising with a one, three, six or twelve month insertion schedule. See the advertising matrix for further information.** An advertising contract must be completed and returned to the Association to receive the discount rate. Failure to do so will subject the advertiser to the short rate. **PeninsulaPartner's advertisements are complimentary and included with their annual partnership agreement.**

Revised rates and information for 2015 Electronic Version Only

Virginia Peninsula Association of REALTORS®, Inc.
1001 North Campus Parkway
Hampton, VA 23666
757/599-5222 FAX: 757/596-3911

PeninsulaREALTOR®

Advertising Contract

(Please Return Completed Contract to the Association, Attention: Editor)

Advertiser: _____

REALTOR® Member Affiliate Member PeninsulaPARTNER

Address: _____

City/State/Zip: _____

Phone: _____ FAX: _____

Company Representative: _____ E-Mail _____

Advertising Agency (if applicable): _____

Address: _____

City/State/Zip: _____

Phone: _____ FAX: _____

Account Executive/Contact: _____ E-Mail _____

Ad Specifications:

Number of Insertions: _____

Month(s) of Publication: _____

Ad Size: _____ Vertical Horizontal

Advertiser (and Agent) agree to purchase advertising space at the rate and specifications indicated. This contract includes the terms and conditions as per rate and policy and procedure information.

Advertisers Signature: _____

Date: ____/____/____

To be filled out by Publisher:

Monthly Ad Rate (price will include discount where applicable):

\$ _____ x Insertions = _____

Total Due \$ _____

Advertising Rates Per Month

ALL ADS MUST BE SUBMITTED IN 150 DPI RESOLUTION

Ad Rates – Members receive a 15% discount (*rates do not apply to PeninsulaPartners)

Insertions	1		3		6		12	
	Nonmember	Member	Nonmember	Member	Nonmember	Member	Nonmember	Member
<u>Size</u>								
Double Page	\$500.00	\$425.00	\$475.00	\$404.00	\$451.50	\$384.00	\$429.00	\$365.00
Full Page	\$286.00	\$243.00	\$273.00	\$232.00	\$258.50	\$220.00	\$245.00	\$208.00
1/2 Page	\$207.00	\$180.00	\$170.50	\$145.00	\$163.00	\$139.00	\$153.00	\$130.00
1/4 page	\$115.00	\$98.00	\$109.00	\$92.50	\$107.00	\$91.50	\$98.00	\$84.00
1/8 page	\$79.00	\$61.00	\$ 75.00	\$64.00	\$71.50	\$60.50	\$67.00	\$57.00

Dimensions

(partner sizes)

Double Page 14" x 8 ½" (vertical)

(Diamond)

Full page 7" x 8 ½" (vertical)

(Platinum)

1/2 page 7" x 4 ¼" (horizontal)

(Gold)

3 ½" x 8 ½" (vertical)

1/4 page 3 ½" x 4 ¼" (vertical)

(Silver)

1/8 page 3 ½" x 2 ¼" (vertical)

(Bronze)

Terms of Contract - Rates & Policies

The current "Advertising Rates and Policies" of the Virginia Peninsula Association of REALTORS® is an integral part of this contract.

Disclaimer

Advertiser represents and warrants that all copy and other material supplied by or on behalf of Advertiser and used in its advertisement does not and will not violate any law, rule, or regulation of any government authority or infringe upon or violate any trademark or copyright or any right whatsoever of any person. Advertiser and its agent agree to indemnify and hold harmless the Publisher from and against any and all liability, costs and expense, including attorney fees incurred by Publisher arising out of a breach of such representation and warranty or use and publication of any such copy and material. Advertiser and its agent agree to indemnify and hold harmless the Publisher from and against all claims and suits, especially including, but not limited to, libel, violation of privacy, plagiarism or copyright infringement.

The Publisher is not responsible or liable for any inaccurate information, misprints, typographical errors, etc. submitted on digital ad copy.

Ad Placement

The PeninsulaREALTOR® does not guarantee specific ad placement location.

Cancellation

This contract may be canceled by the Association at any time upon written notice to the Advertiser or its agent at the address shown on the contract. In the event of cancellation by the Association, all payments made by the Advertiser shall be refunded by the Association, without interest, and Advertiser and its agent shall have no other right, claim or remedy under this contract.