

2010 ADVERTISING RATES

Cover Positions (includes 4-color)	1X	4X
BACK COVER	\$2,425	\$2,257
INSIDE FRONT COVER	2,392	2,221
INSIDE BACK COVER	2,371	2,198

Inside Pages

FULL PAGE (PAGE THREE POSITION) 4/C	\$2,246	\$2,105
FULL PAGE (PAGE THREE POSITION) B/W	1,856	1,654
FULL PAGE 4/C	1,989	1,857
FULL PAGE B/W	1,602	1,483
1/2 PAGE 4/C	\$1,279	\$1,157
1/2 PAGE B/W	927	845
1/3 PAGE B/W	618	562

Guaranteed Positions

For positions other than covers and page three, add 10%.

Closing Dates

ISSUE	SPACE	MATERIALS
WINTER	12/4/09	12/29/09
SPRING	3/8/10	3/22/10
SUMMER	6/1/10	6/18/10
FALL	9/8/10	9/23/10

Material Requirements

SPACE	WIDTH X DEPTH
FULL PAGE	7-1/2" X 10"
FULL PAGE BLEED	9-1/4" X 11-1/2" TRIMS TO 8-1/2" X 11"
1/2 HORIZONTAL	7-1/2" X 4-1/2"
1/2 HORIZONTAL BLEED	9-1/4" X 5-1/2" TRIMS TO 7-1/2" X 5-1/4"
1/2 ISLAND	4-1/2" X 7-1/2"
1/3 SQUARE	4-1/2" X 5"

Only digital files accepted and must be accompanied by a color printout or PDF. Digital files can be sent via e-mail. Please phone first for a list of acceptable file formats and software compatibility, (312) 329-8874. Material provided will run "as is" and cannot be adjusted by REALTOR® AE. All ad graphic material must be sent as an e-mail attachment to cschwaar@realtors.org.

Terms of Sale

All ads must be paid in full at the time of space closing for the issue in which the ad will appear. After the first ad, advertisers may submit a credit application for credit approval. A commission of 15% of gross billing is allowed to recognized advertising agencies on space, color, and position charges.

Trademark Guidelines

Whenever the collective marks of the NATIONAL ASSOCIATION OF REALTORS® are used, the terms must be fully capitalized and the registration symbol "®" used in connection with each term. REALTOR® should never be used interchangeably with the term "real estate broker," "salesperson," "agent," or "professional." Only use the term REALTOR® when referring to a member of the NATIONAL ASSOCIATION OF REALTORS®. Remember, the term REALTOR® does not denote a vocation. If you have any questions regarding the proper use of the membership marks, please contact the Advertising Sales Department at (800) 542-4835, or fax your advertising copy for our review to (312) 670-1537.

REALTOR® AE

Insertion Order Form

Note: Photocopy this order form for future insertions or print one out at www.REALTOR.org/rmmediakit.nsf. This order form applies to all REALTOR® AE advertising.

DATE: _____ CONTACT: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: () _____ FAX: () _____

IDENTIFYING HEADLINE: _____

Pre-Payment

Check Enclosed (Payable to National Association OF REALTORS®)

Credit Card

MasterCard Visa Amex Discover

Card #: _____ Expiration: _____

Cardholder Name: _____

SIGN HERE

Signature: _____

I authorize REALTOR® Magazine 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.

ISSUE(S): _____

AD SIZE: _____

COLOR: _____

BLEED: _____

NEW/REPEAT: _____

RATE: _____

COLOR CHARGE: _____

POSITION CHARGE: _____

TOTAL COST: _____

POSITION REQUESTED: _____

SPECIAL INSTRUCTIONS: _____

TYPE OF MATERIALS: _____

MATERIALS TO ARRIVE VIA: _____

ON: _____

Mail advertising contracts, insertion orders, and material by closing dates to: REALTOR® AE, NATIONAL ASSOCIATION OF REALTORS®, 430 N. Michigan Avenue, Chicago, IL 60611-4087; phone: (800) 542-4835; fax: (312) 670-1546 or 1537.

SIGN HERE

Authorized by: _____

Title: _____

Signature: _____

By signing this contract, I also agree to receive marketing materials by fax from the NATIONAL ASSOCIATION OF REALTORS® and its representatives/agents.