

**ILLINOIS ASSOCIATION OF REALTORS®**  
**2012 Online Advertising Agreement**



Please check the publication in which you'd like to advertise below along with the specifications of your accompanying advertisement.

**I.  DR Legal News**

(Online newsletter (pdf) e-mailed to Designated REALTORS® in each member office on a quarterly basis.)

<b>2012 PRODUCTION SCHEDULE:</b>			
<input type="checkbox"/> February 2012 (Closing: Jan. 16) (Art Due: Jan. 23)	<input type="checkbox"/> May 2012 (Closing: April 16) (Art Due: April 23)	<input type="checkbox"/> August 2012 (Closing: July 16) (Art Due: July 23)	<input type="checkbox"/> November 2012 (Closing: Oct. 15) (Art Due: Oct. 22)
<b>SPECIFICATIONS:</b>			
1/2 page (horizontal) 7 1/4" x 4 3/4" 4x rate = \$2,200 per issue		1/8 page (horizontal) 3 3/4" x 2 1/4" 4x rate = \$800 per issue	

- It is understood and agreed that (i) DR Legal News is a digital publication, (ii) that no hard copies will be published or printed and (iii) that all insertions herein ordered will be placed within a twelve-month period from the date of first placement.
- IAR does not guarantee or agree to place the advertisement in a specific position in the DR Legal News.
- Advertiser shall be permitted to change the copy for each insertion provided all materials are received by IAR prior to the materials due date. When new copy is not furnished to IAR before the materials due date, IAR shall repeat the advertisement of the advertiser which last appeared in the DR Legal News digital publication.

**II.  Illinois REALTOR® Weekly Connection e-newsletter**

(Weekly e-newsletter e-mailed each Monday to the entire IAR membership, qty. 45,000)

<b>2012 SCHEDULE:</b>					
<input type="checkbox"/> January	<input type="checkbox"/> February	<input type="checkbox"/> March	<input type="checkbox"/> April	<input type="checkbox"/> May	<input type="checkbox"/> June
<input type="checkbox"/> July	<input type="checkbox"/> August	<input type="checkbox"/> September	<input type="checkbox"/> October	<input type="checkbox"/> November	<input type="checkbox"/> December
<b>SPECIFICATIONS:</b>					
<ul style="list-style-type: none"> <li>125 x 125 pixels at left of page; 72 dpi resolution / GIF or JPEG file formats; max file size 25k</li> <li>Animation is optional (no additional expense for animation)</li> <li>Email banner ad &amp; URL for content review to <a href="mailto:lfein@iar.org">lfein@iar.org</a> one week prior to contract start date</li> </ul>					
<b>RATES:</b> <input type="checkbox"/> 1 month = \$1600 <input type="checkbox"/> 3+ months=\$1,350/month <input type="checkbox"/> 6+ months = \$1,100/month					

**III.  [www.illinoisrealtor.org](http://www.illinoisrealtor.org) – IAR Website Advertising**

(Official website of the Illinois Association of REALTORS®)

<b>Webpage Choices:</b>					
<input type="checkbox"/> Market Stats	<input type="checkbox"/> Career in Real Estate	<input type="checkbox"/> Education	<input type="checkbox"/> Events	<input type="checkbox"/> Property Search	
<input type="checkbox"/> Local Assn. Directory	<input type="checkbox"/> News Releases	<input type="checkbox"/> Publications	<input type="checkbox"/> Illinois REALTOR® Magazine		
<b>2012 SCHEDULE:</b>					
<input type="checkbox"/> January	<input type="checkbox"/> February	<input type="checkbox"/> March	<input type="checkbox"/> April	<input type="checkbox"/> May	<input type="checkbox"/> June
<input type="checkbox"/> July	<input type="checkbox"/> August	<input type="checkbox"/> September	<input type="checkbox"/> October	<input type="checkbox"/> November	<input type="checkbox"/> December
<b>SPECIFICATIONS:</b>					
<ul style="list-style-type: none"> <li>3 month minimum is required for advertising on <a href="http://www.illinoisrealtor.org">www.illinoisrealtor.org</a></li> <li>120 x 90 pixels; 72 dpi resolution / GIF or JPEG file formats; max file size 40k; Animation optional</li> <li>Email banner ad &amp; URL for content review to <a href="mailto:lfein@iar.org">lfein@iar.org</a> one week prior to contract start date</li> </ul>					
<b>RATE: \$400 per month</b>					

- The advertisement shall be placed on the designated page beginning on the first day of the calendar month and ending on the last day of the calendar month.
- Advertiser shall be permitted to change the copy of the advertisement once each month, provided all materials are received by IAR at least seven (7) days prior to the first day of the month in which the new advertisement is to be displayed. If new copy is not furnished to IAR by that date, or the new copy is rejected by IAR for any reason, IAR shall repeat the advertisement which last appeared.

The Illinois Association of REALTORS® (IAR) agrees to place the advertisement of the undersigned advertiser into their desired online publication/website under the following **terms and conditions**:

1. **All payments for online advertising must be received by IAR in advance of any advertising being published.** Online advertising is non-commissionable.
2. Advertising materials and the accompanying URL must be received by e-mail at least seven (7) days prior to the contracted start date. Advertiser agrees to pay any costs incurred by IAR relating to additional preparation and production expenses for the advertising specified in the Agreement. These additional costs include, but are not limited to, artwork and other such production work.
3. All advertisements must identify the advertiser and are subject to approval by IAR. IAR has the right to place the word "advertisement" next to advertisements that, in IAR's opinion, resemble editorial or news matter or that the publisher believes resemble a promotion of services also offered by IAR. No advertising will be accepted which simulates or resembles editorial or news matter. IAR reserves the right to reject or to cancel any advertising not considered suitable for publication. Advertiser acknowledges that IAR reserves and has the right to reject or cancel any advertisement for any reason that IAR in its sole discretion, determines to be good and sufficient.
4. Advertisers will not be permitted to purchase advertising considered to be primarily for their Pre-License and CE programs or courses. This includes advertising links to other advertisements or sites where the Advertisers Pre-License and Continuing Education offerings can be found. IAR will not accept advertising considered to be primarily for broker-referral system or programs.
5. Advertisers and advertising agencies shall assume liability for all content (including text, representation and illustrations) of advertisements displayed including all links in the advertisement and shall also assume responsibility for any claims arising therefrom made against IAR. Advertiser hereby agrees to indemnify IAR and hold it harmless from any claims, which may be asserted against IAR by others by reason of the content of any advertisement or link placed in the Weekly Connection e-Newsletter pursuant to this Agreement. Indemnification shall include payment of all damages, expenses, costs and reasonable attorney's fees incurred by IAR in defending any such claim, the handling of any investigation related to the claim(s) or efforts to resolve the claim prior to a lawsuit being filed.
6. The placement of any advertisement for a product, service or educational idea is not in any way to be construed as the approval, guarantee, or endorsement by IAR of such product, service or idea, and IAR reserves the right to state such fact. If the advertisement is for a service to or a publication for members of the Association, the advertising cannot be of such a nature that it would appear to be a service or publication of IAR.
7. IAR's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it, or as an option, to display the tendered advertising during the next available time period.
8. IAR may change published rates in an advertising agreement at any time. However, advertisers under contract will be rate protected as per the terms of the advertising agreement.
9. The term REALTOR® is a registered mark - it should be displayed in all capital letters and/or followed by a registration mark ®. The word REALTOR® should not be hyphenated. It is incorrect to use descriptive words or phrases to modify the mark. Use of membership marks or any trademarks of the Illinois Association of REALTORS® or any of the National Association of REALTORS® affiliate institutes, societies, or councils is subject to the approval of IAR. IAR reserves the right to correct any copy to conform to these guidelines or reject any copy which cannot be brought into compliance. The cost of such correction will be borne by the advertiser or its agent.
10. IAR will not discriminate in violation of any Illinois or federal law in the selection of advertisers and will not accept advertising, which in any way indicates or implies such discrimination by the advertiser.
11. The undersigned Advertiser/Advertising Agency represents and warrants that they are authorized to enter into this Agreement and by signing below will bind the Advertiser/Advertising Agency to the terms of this Agreement.

<b>COST:</b>	<b>ADVERTISER OR ADVERTISING AGENCY:</b>
DR Legal News = \$ _____	Company: _____
Weekly e-news = \$ _____	TAX ID #: <i>(required)</i> _____
illinoisrealtor.org = \$ _____	Contact: _____
<b>TOTAL COST =</b> \$ _____	Address: _____
	City, State, Zip: _____
	Phone: _____ Fax: _____
	E-mail: _____
	Signature: _____ Date: _____
	IAR Representative: _____ Date: _____
<b>PAYMENT</b> <i>(Payment for online advertising must be received by IAR prior to any advertising being published)</i>	
Please charge \$ _____ to my credit card	Check Enclosed
<input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> Discover	
Card #: _____	Expiration Date: _____
Signature of Cardholder: _____	

**Please sign and return this Agreement to: Illinois Association of REALTORS® ATTN: Lyndee Fein  
P.O. Box 19451, Springfield, Illinois 62794-9451. Phone: 217-529-2600 Fax: 217-529-3904 E-mail: LFein@iar.org**