

ILLINOIS REALTORS® 2017 Online Advertising Agreement



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

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

(Weekly e-newsletter emailed each Tuesday to the entire Illinois REALTORS® membership, qty. 44,000+)

2017 SCHEDULE:					
<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
SPECIFICATIONS:					
<ul style="list-style-type: none"> 125 x 125 pixels at right of page; 72 dpi resolution / GIF or JPEG file formats; max file size 25k Animation is optional (no additional expense for animation) Email banner ad & URL for content review to sponsor@illinoisrealtors.org one week prior to contract start date 					
	1 MONTH	3 MONTHS	6+ MONTHS		
WEEKLY CONNECTION E-NEWS	\$ 960	\$ 900	\$ 850		
125 x 125 pixels (horizontal)					

II. www.IllinoisRealtors.org – Illinois REALTORS® Website Advertising

(official website of the Illinois REALTORS®)

Webpage Choices:					
<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"/> <i>Illinois REALTOR®</i> Magazine		
2017 SCHEDULE:					
<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
SPECIFICATIONS:					
<ul style="list-style-type: none"> 72 dpi resolution / GIF or JPEG file formats; max file size 40k; Animation optional Email banner ad & URL for content review to sponsor@illinoisrealtors.org one week prior to contract start date 					
	1 MONTH	3 MONTHS	6+ MONTHS		
HOMEPAGE					
270 x 233 pixels (horizontal)	\$ 650	\$ 625	\$ 600		
INTERIOR					
Left Skyscraper – 175 x 282 pixels (vertical)	\$ 300	\$ 275	\$ 250		
Right Skyscraper – 125 x 240 pixels (vertical)	\$ 300	\$ 275	\$ 250		
Leaderboard – 468 x 60 pixels (horizontal)	\$ 300	\$ 275	\$ 250		
Button – 125 x 90 pixels (horizontal)	\$ 150	\$ 125	\$ 100		

- 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 Illinois REALTORS® **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 Illinois REALTORS® by that date, or the new copy is rejected by Illinois REALTORS® for any reason, Illinois REALTORS® shall repeat the advertisement which last appeared.

III. **DR Legal News**

(E-newsletter to Designated REALTORS® in each member office on a bi-monthly basis.

Also available online at www.IllinoisRealtors.org/DRLegalNews)

2017 SCHEDULE:					
<input type="checkbox"/> January Closing Date: Dec. 15, Art Due: Dec. 22	<input type="checkbox"/> March Closing Date: Feb. 15, Art Due: Feb. 22	<input type="checkbox"/> May Closing Date: Apr. 14, Art Due: April 21	<input type="checkbox"/> July Closing Date: June 15, Art Due: June 22	<input type="checkbox"/> September Closing Date: Aug. 15, Art Due: Aug. 22	<input type="checkbox"/> November Closing Date: Oct. 16, Art Due: Oct. 23

Contact Illinois REALTORS® Advertising & Sponsorship today for details & pricing:
sponsor@illinoisrealtors.org or (217) 529-2600

- a. 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.
- b. Illinois REALTORS® does not guarantee or agree to place the advertisement in a specific position in the DR Legal News.
- c. Advertiser shall be permitted to change the copy for each insertion provided all materials are received by Illinois REALTORS® prior to the materials due date. When new copy is not furnished to Illinois REALTORS® before the materials due date, Illinois REALTORS® shall repeat the advertisement of the advertiser which last appeared in the DR Legal News digital publication.

The Illinois REALTORS® 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 Illinois REALTORS® in advance of any advertising being published.** Online advertising is non-commissionable.
2. Advertising materials and the accompanying URL must be received by email at least seven (7) days prior to the contracted start date. Advertiser agrees to pay any costs incurred by Illinois REALTORS® 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 Illinois REALTORS®. Illinois REALTORS® has the right to place the word “advertisement” next to advertisements that, in Illinois REALTORS®’ opinion, resemble editorial or news matter or that the publisher believes resemble a promotion of services also offered by Illinois REALTORS®. No advertising will be accepted which simulates or resembles editorial or news matter. Illinois REALTORS® reserves the right to reject or to cancel any advertising not considered suitable for publication. Advertiser acknowledges that Illinois REALTORS® reserves and has the right to reject or cancel any advertisement for any reason that Illinois REALTORS® 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. Illinois REALTORS® 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 Illinois REALTORS®. Advertiser hereby agrees to indemnify Illinois REALTORS® and hold it harmless from any claims, which may be asserted against Illinois REALTORS® 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 Illinois REALTORS® 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. **IN NO EVENT WILL ILLINOIS REALTORS® HAVE ANY LIABILITY FOR ANY CONSEQUENTIAL, INDIRECT, INCIDENTAL, PUNITIVE, SPECIAL OR EXEMPLARY DAMAGES WHATSOEVER, INCLUDING WITHOUT LIMITATION, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION, LOSS OF INFORMATION AND THE LIKE.**
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 Illinois REALTORS® of such product, service or idea, and Illinois REALTORS® 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 Illinois REALTORS®.
7. Illinois REALTORS®, sole obligation as to any failure or default on its part shall be limited to a refund of its charges on a pro-rata basis for any pre-paid then outstanding display time or at Illinois REALTORS®, option, a display of the tendered advertising during the next available time period as necessary to complete the display time purchased, but not received.
8. Illinois REALTORS® 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 REALTORS® or any of the National Association of REALTORS® affiliate institutes, societies, or councils is subject to the approval of Illinois REALTORS®. Illinois REALTORS® 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. Illinois REALTORS® 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.
12. All issues related to this Agreement will be governed by the Laws of the State of Illinois. Any legal action related to this Agreement must be brought in the state or federal courts having jurisdiction in Springfield, Illinois.

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

**Complete and return to: Illinois REALTORS® Advertising & Sponsorship, (sponsor@illinoisrealtors.org)
522 S. Fifth Street | Springfield, IL 62701 | (217) 529-2600**