

Advertise with the Phoenix Association of REALTORS®

In the
Phoenix REALTOR® Forum

Monthly estimated circulation for 2010
11,000



*Please note:
The Phoenix Association of REALTORS® does not accept
any ads for recruitment at any time.*

Phoenix Association of REALTORS®
Phoenix REALTOR® Forum
America's Real Estate Association of Choice

Advertising Requirements

Contact Information

The Phoenix REALTOR® Forum is published monthly by the
Phoenix Association of REALTORS®
5033 N 19th Ave
Suite #119
Phoenix, AZ 85015-3294
Phone: 602-246-1012
Fax: 602-246-1512

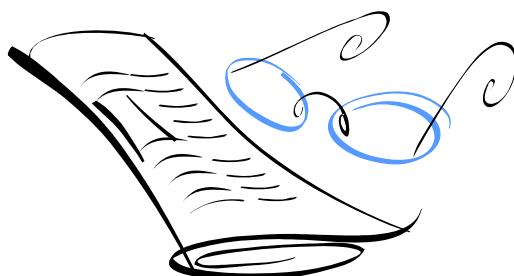
For advertising rates please view the enclosed Rate Cards.

Circulation

PAR's estimate for 2010 is 11,000 per issue. Each issue is distributed electronically only. Blast emails are sent to the current membership base and is listed on www.ParOnline.com.

Advertising Submissions & Deadlines

All advertising must be reserved, payment included, and materials sent to SSanato@paronline.com and received by 5:00 p.m. (MST), the 1st day of the preceding month.



Phoenix Association of REALTORS® Forum Rate Card

Rates are good through 12/31/10

Display Advertising Space “Net” Rates non-commissionable (Member Pricing)

Company must be an Affiliate member or person must be a REALTOR® member
Prices quoted are per issue. (Pricing does not include mandatory .50% State Tax)

(nl)=No Live Link (ll)=Live Link

<u>Frequency</u>	<u>Half</u>	<u>Quarter</u>	<u>Eighth</u>
12 mo – prepaid	\$335(nl) \$450(ll)	\$210(nl) \$350(ll)	\$125(nl) \$250(ll)
5-11 mo – prepaid	\$470(nl) \$530(ll)	\$315(nl) \$400(ll)	\$200(nl) \$300(ll)
1-4 mo – prepaid	\$630(nl) \$850(ll)	\$385(nl) \$460(ll)	\$245(nl) \$375(ll)

2010 Editorial/Advertising Deadlines Phoenix REALTOR® Forum

<u>ISSUE</u>	<u>EDIT./ADV. DEADLINE</u>	(SENT VIA EMAIL) <u>APRX. SEND DATE</u>
January	December 1 st	December 20 th
February	January 1 st	January 20 th
March	February 1 st	February 20 th
April	March 1 st	March 20 th
May	April 1 st	April 20 th
June	May 1 st	May 20 th
July	June 1 st	June 20 th
August	July 1 st	July 20 th
September	August 1 st	August 20 th
October	September 1 st	September 20 th
November	October 1 st	October 20 th
December	November 1 st	November 20 th

Payment and ad must be received no later than 5:00 p.m. (MST) the 1st of the month, including weekends, for the following month publication. No exceptions will be made.

Phoenix Association of REALTORS® Forum Rate Card

Display Advertising Space “Net” Rates non-commissionable (Non-Member Pricing)

Prices quoted are per issue. (Pricing does not include mandatory .50% State Tax)
(nl)=No Live Link (ll)=Live Link

<u>Frequency</u>	<u>Half</u>	<u>Quarter</u>	<u>Eighth</u>
12 mo – prepaid	\$515(nl)	\$445(nl)	\$360(nl)
	\$650(ll)	\$575(ll)	\$500(ll)
5-11 mo – prepaid	\$630(nl)	\$550(nl)	\$425 (nl)
	\$810(ll)	\$640(ll)	\$570(ll)
1-4 mo – prepaid	\$790(nl)	\$625(nl)	\$560(nl)
	\$980(ll)	\$750(ll)	\$625(ll)

2010 Editorial/Advertising Deadlines Phoenix REALTOR® Forum

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2010 Space Reservation Form Phoenix REALTOR® Forum

Date: _____ Advertiser: _____

Agrees to use the advertising placements reserved below.

Publication Title	Number of Placements	Ad Size Placement	Cost Per Issues <small>(different prices apply to membership and non-membership)</small>
<i>Phoenix REALTOR® Forum</i>	[]	[]	[]

Yes! Please reserve a _____ (size) page ad in the number of consecutive issues outlined above of the Phoenix REALTOR® Forum in 2010 at a net cost of \$_____ per ad. (Cost does not include the .50% mandatory State Tax.)

Name/Title _____
 Company _____
 Address _____
 City _____ State _____ Zip _____
 Date _____ Phone/Fax _____
 Signature _____

(pricing above should reflect the charges that are related to your membership status as well as web link status)

Select one: _____ (Non-Member) _____ (Member : include office ID _____)

Agreement Terms:

Fulfillment: The Advertiser acknowledges that he/she is receiving a rate based on his/her anticipated schedule of advertising and membership or non-membership status. Advertiser assumes liability for all content of advertisement and agrees to save and hold the Phoenix Association of REALTORS® (PAR) and BAK Communications, Inc. harmless against any claims arising out of advertisements printed in connection with this contract. If photographs, representations or illustrations are used in advertising, the Advertiser represents that all consents required by law have been obtained prior to submission to PAR. The Advertiser acknowledges that BAK Communications, Inc. is not an agent for any Board of REALTORS® and that the Advertiser waives all claims against Boards in connection with any such advertising, including but not limited to, claims based upon the advertising being inaccurate or not being consistent with copy forwarded to PAR by the Advertiser.

Omission and Errors: PAR and BAK Communications, Inc. assumes no financial responsibility for typographical errors or omissions in advertising beyond the cost of space occupied by the error. Where the same error appears in a series of ads, credits will be allowed for the first insertion only.

Cancellations and Terminations: PAR and BAK Communications, Inc. may deny insertion at any time due to content. Every change to each add must be approved by PAR and BAK Communications, Inc to be accepted for inserting and must be received by 5:00 p.m., the 1st of the preceding month, including weekend days. Changes to any ads received after 5:00 p.m. MST (Mountain Standard Time - no daylight savings time), the 1st of the month will not be accepted. The previous ad ran will be used if on file. PAR and BAK Communications, Inc may amend this contract upon 30 days written notice. In case of amendment, the Advertiser has the right to terminate the contract upon the date of the change without penalty. Should the Advertiser terminate contract for any reason or fail to use the full amount of space contracted for, it is agreed that the Advertiser shall pay for the space used at the rate earned according to the current printed rate schedule. After initial agreement, this contract will not automatically renew. A new completed contract at current rates will be required to initiate a new agreement.

Payment: Payment is due the first of the month for the following month publication. Failure to receive payment at the PAR office by 5:00 p.m. (MST) on the first of the month, including weekend days, will result in forfeiture of placement in the following month publication. Post marks do not count.

** PAR and BAK Communications reserves the right to refuse any advertising for any reason.

I hereby warrant that I have read the agreement terms and conditions and that I have full power and authority to sign for the Advertiser named in this agreement

Accepted by: _____ / _____ / _____ / _____
 Advertiser (Print) Name/Title (Print) Signature Date

Accepted by: _____ Date ____/____/____

Soñia Sanato, Publisher's Representative
Phoenix Association of REALTORS®
5033 N. 19th Ave. Suite #119
Phoenix, AZ 85015

Phone: 602-246-1012
Fax: 602-246-1512
Email: ssanato@paronline.com

From: _____ **Date:** _____

Name: _____

Company Name: _____

Company Billing Address: _____

Phone: _____ Fax: _____

All invoices will be emailed. Preferred email address to send invoices to: _____

Does your ad include a live link? Yes _____ No _____ If yes, make certain correct cost is calculated from the proper forum rate card

PAYMENT DUE:

Cost per placement per size of placement _____ (please refer to Ad Rates for prices per issue)

State Tax (.50 %) (X) _____ (mandatory)

Amount Due per placement _____ (due no later than the 1st of the month prior to the month the placement will be issued in.)

PAYMENT OPTIONS: (please circle one)

Check (include check # _____)

Visa

Mastercard

Discover

Complete each section below

_____ CHECK PAYMENTS _____ Does not apply.

Initial payment for the 1st ad placement must accompany reservation. Please mail payment and corresponding documentation to the address listed below. A print ready copy of the ad is to be emailed to SSanato@paronline.com. Deadline is 5:00 p.m. (MST), the 1st of the preceding month.

_____ CREDIT CARD PAYMENTS _____ Does not apply

Please complete the following sections (if applicable) and fax your reservation to 602-288-0328. Email a print ready copy of the ad to SSanato@paronline.com.

Credit Card # _____ Exp. Date _____

Name as it appears on the card: _____ Amount to charge: \$ _____

_____ REVOLVING PAYMENT PROCESSING: (for multiple placements) _____ Does not apply

Every (please circle one) month, bi-monthly, 3 months, 6 months

I, _____, authorize the Phoenix Association of REALTORS® to:

Select one option below:

Remove my placement if payment in the form of a check has not been received by the 1st of the month starting with _____ (second month of placement) and (above frequency) thereafter, ending with _____ (last month of placement). Enclosed you will find my payment for the 1st month placement.

Charge my above listed credit card the amount of \$ _____ beginning (today's date) _____ and the same day of every (frequency above) thereafter with the last payment being charged on that date in (month) _____ (ex. for a six month ad, sixth months from the starting month) Any corrections necessary, we will notify you immediately. A Revolving Payment Processing Form must be on file to select this option. These payments are to be applied to:

(Company Name) _____

Signature _____ Date _____

**Send this completed form to:
Sonia Sanato
Office Manager & Assistant to the CEO
Phoenix Association of REALTORS®**

**Email: SSanato@paronline.com
5033 N 19th Ave, Suite #119
Phoenix, AZ 85015
Phone: 602-246-1012 Fax: 602-288-0328**

Phoenix Association of REALTORS®

5033 N. 19th Ave, Suite #119, Phoenix, AZ 85015-3294

Phone: 602-246-1012

www.paronline.com

Fax: 602-246-1512

Revolving Payment Processing Form

(To be completed by every advertiser)

Permission Form

From:

Name: _____

Company Name: _____

Company Billing Address: _____

Phone: _____ Fax: _____

Paid statements will be emailed to the email address on file.

Please select one option below:

_____ I have selected monthly mail in payment (such as check or monthly credit card on the invoice as my form of payment. (I realize that removal of my placement will occur if payment in the form of a check or if credit card information has not been received by 5:00 p.m. (MST) on the 1st of each preceding month (including weekend days).

_____ Each month, I, _____, authorize the Phoenix Association of REALTORS® to charge my credit card # _____, Exp. Date _____ the amount of \$ _____ .00 beginning (today's date) _____ and the 1st of every month thereafter with last payment being charged on that date in (month) _____ (for a six month ad, sixth months from the start date. If twelve months, then twelve months from the start date. (Any corrections necessary, we will notify you immediately).

This payment option should be applied to:

(Company Name) _____

Signature _____ Date _____

Send this completed form to:

Phoenix Association of REALTORS®

Sonia Sanato

Office Manager & Assistant to the CEO

Phone: 602-246-1012 Direct fax: 602-288-0328

5033 N 19th Ave, #119
Phoenix, AZ 85015

Submission of a new agreement requires all of the following completed forms to be accepted:

- 2010 Space Reservation Form
 - Payment Processing Form
 - Revolving Payment Processing Form
- Print ready copy of the ad received electronically
 - URL received for Live Link ad

Failure to complete and submit all necessary forms will delay processing. PAR will not guaranty any placements when a delay occurs due to improper completion and submission of forms.

Advertising Submissions & Deadlines

All advertising must be reserved and materials sent to SSanato@paronline.com. The Phoenix Association of REALTORS® will not be held responsible for email submissions not received. All submissions must be received by 5:00 p.m. (MST), the 1st day of the preceding month.

Advertising copy may be submitted:

- By email as an Adobe Acrobat .pdf or as an .eps with embedded screen/printer fonts and graphics.

