

**Advertise with the
Phoenix Association of REALTORS®**

**In the
*Phoenix REALTOR® Forum***

Bi-Monthly estimated circulation
8,500



*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 bi-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

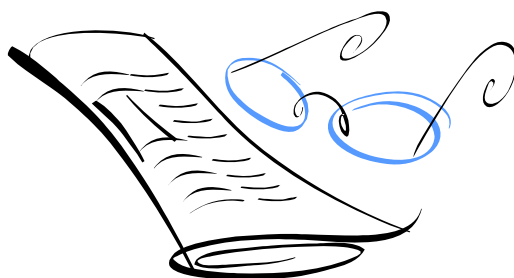
For advertising rates please view the enclosed Rate Cards.

Circulation

PAR's estimates 8,500 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 deadline month.



Phoenix Association of REALTORS® Forum Rate Card

Rates are good through 12/31/2012

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 –(6 ads)	\$335(nl) \$450(ll)	\$210(nl) \$350(ll)	\$125(nl) \$250(ll)
4-8 mo –(2 – 4 ads)	\$470(nl) \$530(ll)	\$315(nl) \$400(ll)	\$200(nl) \$300(ll)
2 mo –(1 ad)	\$630(nl) \$850(ll)	\$385(nl) \$460(ll)	\$245(nl) \$375(ll)

Editorial/Advertising Deadlines Phoenix REALTOR® Forum

<u>ISSUE</u>	<u>EDIT./ADV. DEADLINE</u>	(SENT VIA EMAIL) <u>APRX. SEND DATE</u>
Jan/Feb	December 1 st	December 20 th
Mar/Apr	February 1 st	February 20 th
May/June	April 1 st	April 20 th
Jul/Aug	June 1 st	June 20 th
Sept/Oct	August 1 st	August 20 th
Nov/Dec	October 1 st	October 20 th

Payment and ad must be received no later than 5:00 p.m. (MST) the 1st of the deadline month, including weekends, as indicated in the Edit./Adv. Deadline above.

No exceptions will be made.

Phoenix Association of REALTORS® Forum Rate Card

Rates are good through 12/31/2012

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 –(6 ads)	\$515(nl) \$650(ll)	\$445(nl) \$575(ll)	\$360(nl) \$500(ll)
4-8 mo –(2 –4 ads)	\$630(nl) \$810(ll)	\$550(nl) \$640(ll)	\$425 (nl) \$570(ll)
2 mo –(1 ad)	\$790(nl) \$980(ll)	\$625(nl) \$750(ll)	\$560(nl) \$625(ll)

Editorial/Advertising Deadlines Phoenix REALTOR® Forum

<u>ISSUE</u>	<u>EDIT./ADV. DEADLINE</u>	(SENT VIA EMAIL) <u>APRX. SEND DATE</u>
Jan/Feb	December 1st	December 20th
Mar/Apr	February 1st	February 20th
May/June	April 1st	April 20th
Jul/Aug	June 1st	June 20th
Sept/Oct	August 1st	August 20th
Nov/Dec	October 1st	October 20th

Payment and ad must be received no later than 5:00 p.m. (MST) the 1st of the deadline month, including weekends, as indicated in the Edit./Adv. Deadline above.

No exceptions will be made.

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 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 deadline 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 deadline 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: Full payment is due the first of the deadline month (at the beginning of the placement). Failure to receive full payment at the PAR office by 5:00 p.m. (MST) on the first of the deadline month, including weekend days, will result in forfeiture of placement in the 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

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

- Space Reservation Form
- Payment Processing Form
- Print ready copy of the ad (Sent electronically)
- URL received for Live Link ad (Sent electronically)

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 deadline month indicated.

Advertising copy may be submitted:

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

