

SOUTHERN
NEVADA

WWW.LASVEGASREALTOR.COM

REALTOR®
THE VOICE FOR REAL ESTATE IN SOUTHERN NEVADA

AD SUBMISSIONS

Deadlines: Ads due the 5th of the month PRIOR to issue date

Advertisements must be submitted in electronic file format.

Acceptable Formats: Adobe Photoshop
Acrobat
Adobe Illustrator
JPEG
PDF
EPS

Jpeg Resolution: 300 dpi

Acceptable Media: CD-R, DVD-R

Dimensions

Space	Width	Depth
Full Page	7.5"	10"
1/2 Page	7.5"	4.6"
1/4 Page	3.5"	4.6"
1/6 Page	2.25"	4.6"

Delivery:

E-Mail: If artwork files can be compressed to 10 MB or under, they may be e-mailed to: Nadine@glvar.org

Snail Mail: Greater Las Vegas Association of REALTORS® Attn: Southern Nevada REALTOR® Magazine 1750 E. Sahara Ave Las Vegas NV 89104

Files over 10 MB must be archived to acceptable media (see above) and delivered to the address above.

Questions: Nadine R. Morris
(702) 784-5032 or Nadine@glvar.org

VIDEO SUBMISSIONS

Deadlines: Video due the 5th of the month PRIOR to issue date

Delivery: See "Exhibit 1" form (see page 4 of Agreement)
"Exhibit" 1 form must be filled out and accompany the contract

Image Types Accepted: GIF, JPEG, Flash (SWF)

Animation Allowed: Yes

Animation Time: Determined by Contract Option. 60 seconds limit, 3 loop maximum. Looping/Flashing can continue upon load for a period of 60 seconds maximum

Audio: Yes

3rd Party Ad Serving Allowed: Yes

Video Options: Standard Flash Only

Linking URL: Linking URLs must be domain name based (i.e. <http://www.mydomain.com>) and NOT IP address based (i.e. <http://111.111.111.111>)

1. Southern Nevada REALTOR® Magazine Online recommends Flash version 6.
2. For best results, we recommend having the button encompass the entire ad area throughout the entire timeline. Buttons must have the clickTAG expression (see below) in place of embedded URLs.
3. The clickTAG expression must be attached to a buttonobject and called onRelease. on (release) {getURL(clickTAG, "top")}
4. Do not embed any URLs in the Flash file—include linking URLs in an e-mail or other document.
5. Assure the dimensions of the movie are less than or meet the specs for the ad you are creating. Objects or animation may not extend past the contracted dimensions.
6. Preferred frame rate is 12 frames per second. Rate may not exceed 24 frames per second. Video that exceeds 24 frames per second will not be accepted due to performance considerations.
7. All Flash ads must be accompanied by an alternate image (GIF or JPG) of the same dimensions. Images must meet the file size specs for that ad size.
8. Loading files from cross domains is not permitted for security reasons.

Southern Nevada REALTOR®
 "The Official Publication of the
 Greater Las Vegas Association of REALTORS®"
ONLINE ADVERTISING AGREEMENT

This agreement is between the Greater Las Vegas Association of REALTORS®, 1750 E. Sahara Avenue, Las Vegas, NV 89104, ("PUBLISHER"), and _____, ("ADVERTISER").

2010 PRODUCTION SCHEDULE:					
<input type="checkbox"/> January 2011	<input type="checkbox"/> May 2011	<input type="checkbox"/> September 2011			
<input type="checkbox"/> February 2011	<input type="checkbox"/> June 2011	<input type="checkbox"/> October 2011			
<input type="checkbox"/> March 2011	<input type="checkbox"/> July 2011	<input type="checkbox"/> November 2011			
<input type="checkbox"/> April 2011	<input type="checkbox"/> August 2011	<input type="checkbox"/> December 2011			

Monthly Basic Fees (Includes link to Advertising Index)				
With Links	<input type="checkbox"/> 1/6 page \$250	<input type="checkbox"/> 1/4 page \$ 300	<input type="checkbox"/> 1/2 page \$450	<input type="checkbox"/> full page \$850
Without Links	<input type="checkbox"/> 1/6 page \$125	<input type="checkbox"/> 1/4 page \$150	<input type="checkbox"/> 1/4 page \$225	<input type="checkbox"/> full page \$425

Monthly Premium Fees (Includes link to Advertising Index)			Monthly Video Fee	
With Links	<input type="checkbox"/> Inside Front \$1130	<input type="checkbox"/> Inside Back \$1130	Video Link	
Without Links	<input type="checkbox"/> Inside Front \$565	<input type="checkbox"/> Inside Back \$565	<input type="checkbox"/> 30 sec. \$200	<input type="checkbox"/> 60 sec. \$400

NOTE: Please complete the Online Advertiser Information Form attached as Exhibit 1. This agreement is not valid without a completed information form.

Fees	
Monthly Ad Fee:	\$
Monthly Video Fee:	\$
Subtotal:	\$
Total Number of Months:	
Total Commitment:	\$

ADVERTISER acknowledges that the Greater Las Vegas Association of REALTORS®, publishes the Southern Nevada REALTOR® magazine. In consideration of the mutual covenants contained in this Agreement, the parties agree as follows:

THE ADVERTISER:

- A. Agrees to purchase advertising in Southern Nevada REALTOR® as set forth in the tables above.
- B. Agrees that PUBLISHER does not guarantee or agree to place the advertisement in a specific position in the Southern Nevada REALTOR®, unless the ADVERTISER reserves and pays for premium placement.
- C. Agrees to submit payment in full to PUBLISHER, upon signing this agreement. All frequency contract ads must be paid in full at least 30 days prior to the publication month. Failure to timely submit payment will result in ad not being run for that month.
- D. Agrees to provide camera-ready advertising materials to PUBLISHER not later than the fifth (5th) day of the month prior to the publication month. Such advertising materials shall meet the Advertising Specifications incorporated herein by this reference. Failure to meet the deadline or the specifications authorizes the PUBLISHER to publish the ADVERTISER'S most recent advertisement and/or charge for space reserved.
- E. Agrees to provide clean, virus-free media files for inclusion with the advertisement (if applicable). ADVERTISER acknowledges and agrees that PUBLISHER reserves and has the right to reject any media files for any reason that PUBLISHER determines to be good and sufficient cause. Such media files shall be in a format specified by the Advertising Specifications incorporated herein by this reference.

- F. Agrees to assume sole responsibility for statements, materials, illustrations and/or photography contained in ADVERTISER'S advertising copy and media files, and agrees to protect, indemnify and hold The Greater Las Vegas Association of REALTORS® harmless for any action taken against, liability or loss suffered relating to ADVERTISER'S advertising copy and/or related materials including: patents, copyrights, proprietary rights and all violations of the rights of privacy.
- G. Agrees to have read and fully understand the advertising rate schedule contained herein and acknowledges that PUBLISHER shall have the right to revise advertising rates upon 30 days written notice to ADVERTISER at the address listed below. Upon such notice, ADVERTISER may cancel or revise this agreement without penalty or continue this agreement under revised rate schedule. Submission of advertising copy and/or payment for subsequent issues shall constitute acceptance of revised rates.
- H. Agrees that all cancellations must be submitted in writing at least 30 days prior to publication month. Notification is the sole responsibility of the ADVERTISER.
- I. Agrees that the publication of any advertisement of a product, service, media file, link, or education idea is not in any way to be construed as the approval, guarantee, or endorsement of PUBLISHER of such product, service, media file, linked website, or idea, and PUBLISHER reserves the right to affirm such fact in the publication. Competitors in the area of Continuing Education and publications will not be permitted to advertise their CE programs or courses and publications in the Southern Nevada REALTOR®.
- J. Agrees that any right of recovery they may have against the PUBLISHER for failure to publish, inaccurate publishing or for any other reason shall be limited to a refund of its charges which may have been paid to it, or as an option, to publish the tendered advertising in the next available issue.
- K. Agrees that no advertising will be accepted which simulates or resembles Southern Nevada REALTOR® editorial or news matter.
- L. Acknowledges and agrees that PUBLISHER reserves and has the right to reject or cancel any advertisement for any reason that PUBLISHER determines to be good and sufficient cause.
- M. Acknowledges that the term REALTOR® is a registered trademark of the National Association of REALTORS®— it should appear in all capital letters and must be followed by a Registration mark (®). Use of membership marks or any trademarks of the The Greater Las Vegas Association of REALTORS® or any of the NATIONAL ASSOCIATION OF REALTORS® affiliate institutes, societies, or councils is subject to the approval of the PUBLISHER. PUBLISHER reserves the right to correct any advertising copy to conform to such guidelines or reject any copy which cannot be brought into compliance. The cost of such correction will be borne by the ADVERTISER or their Agent.
- N. Agrees to reimburse the PUBLISHER for all costs, expenses and attorney fees incurred in collecting past due amounts, or in enforcing the terms of this Agreement.
- O. Agrees that the undersigned ADVERTISER represents and warrants that they are authorized to enter into this Agreement and by signing below will bind the ADVERTISER to the terms of this Agreement.

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THE PUBLISHER:

- A. Agrees to publish and distribute, either in print and/or online, the Southern Nevada REALTOR® to all members and affiliate members of the Greater Las Vegas Association of REALTORS® as well as additional subscribers, during the first week of the month.
- B. Agrees to exercise due care and diligence in the preparation, production, and distribution of each issue. PUBLISHER is not responsible for typographical errors, misprints or mistakes, or production delays for reasons beyond its control.
- C. Reserves the right to reject or cancel any advertisement deemed inappropriate for the publication at its sole discretion. No advertising will be accepted which simulates the publication's editorial matter.
- D. Gives notice that all real estate advertising in the Southern Nevada REALTOR® is subject to the Federal Fair Housing Law which makes it illegal to advertise any preference, limitation or discrimination based on race, color, religion, sex, handicap, familial status or national origin, or an intention to make any such preference, limitation or discrimination.

ADVERTISER

AGENT FOR ADVERTISER (If Applicable)

COMPANY: _____ AGENCY: _____
ADDRESS: _____ ADDRESS: _____
CITY/STATE/ZIP: _____ CITY/STATE/ZIP: _____
AUTHORIZED BY: _____ AUTHORIZED BY: _____
PRINT NAME/TITLE: _____ PRINT NAME/TITLE: _____
EMAIL: _____ EMAIL: _____

PUBLISHER'S ACCEPTANCE

BY: _____ DATE: _____

ACCOUNT EXECUTIVE: _____

Effective January 1, 2010. When complete, please fax back to 702-734-1317, Attn: Nadine

Exhibit 1
ONLINE ADVERTISER INFORMATION

This completed form MUST accompany the Online Advertising Agreement

Advertiser Directory Information

Please enter all information as you wish to see it in the Online Advertiser's Directory.

Advertiser Name: _____

Address: _____

City: _____ State: _____

Zip Code: _____

Phone Number: () _____ FAX No () _____

Email: _____

Company Website: HTTP:// _____

Company Info (250 Characters Maximum)

Link Information

HTTP Address: HTTP:// _____

Include Email Link? Yes No

Email Address: _____

Video Information

Format: FLASH ONLY accepted (Minimum Flash Version 6)

Delivery Options

- We will email video to esnr@glvar.org

- Download the video from:
HTTP:// _____
or FTP:// _____

- Link video* to:
HTTP:// _____

***Note: If ADVERTISER elects to host the video on its own site, ADVERTISER agrees to maintain the URL link as specified above.**