

NVAR 2009 Realtor® Update Magazine Ratecard

- Ad space must be reserved by the 20th day of the month, two months prior to publication. No exceptions. (see schedule below)
- Ad must be received by the first business day of the month, one month prior to publication. No exceptions. (see schedule below)
- Only high resolution (300 dpi) CMYK, TIFF and PDF files will be accepted. If another type of file is provided, a \$25 charge will be assessed to convert the file to the proper format.
- The Realtor® Update magazine is created on a PC platform; no MacIntosh Stuffit files can be accepted. If compression is needed, please ZIP the files. CDs and ZIP disks are also accepted.
- Preferred Placement is offered on a first-come, first-served basis. Preferred placement requests include, but are not limited to, placement within the first 10 pages, a specific place on a page, or near specific editorial. Preferred placement is not guaranteed. If your request is not granted, you will not be billed the preferred placement cost but will be responsible for the published ad rate.
- Contracts are nonrefundable.



Advertising Sales
 Tracy Reynolds
 Sponsorship & Marketing Manager
 703.207.3206
 trenyolds@nvar.com

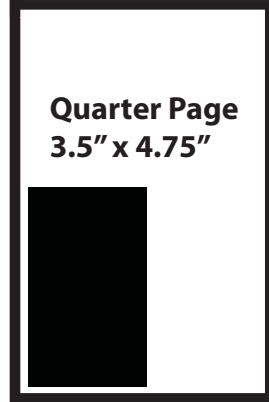
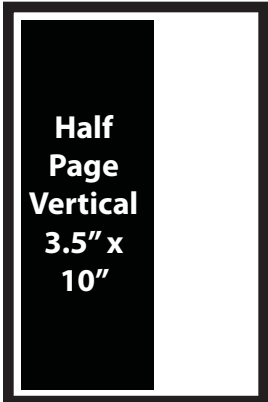
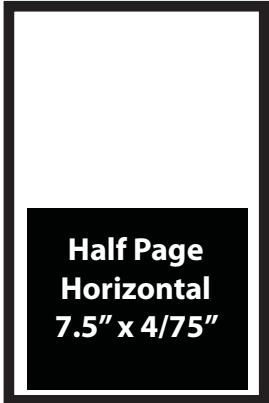
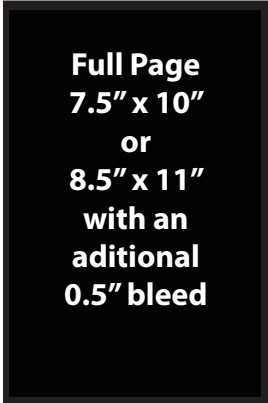
Ad Rates

4 - Color Process	1-3x	4-6x	7-9x
Back Cover	\$1,980	\$1,915	\$1,835
Inside Front/Back Cover	\$1,955	\$1,890	\$1,805
Full Page	\$1,415	\$1,250	\$1,190
Half Page	\$ 960	\$ 910	\$ 885
Quarter Page	\$ 650	\$ 600	\$ 570
Black & White	1-3x	4-6x	7-9x
Full Page	\$1,110	\$1,070	\$1,020
Half Page	\$ 675	\$ 650	\$ 625
Quarter Page	\$ 400	\$ 370	\$ 350

NVAR Members receive a 10% discount off all rates.
Preferred Placement: Add 25%.

Deadlines

Month	Reserve Ad By	Submit Ad By
Jan/Feb (Combined)	December 1	December 10
March	January 20	January 25
April	February 20	February 25
May	March 20	March 25
June	April 20	April 25
July/Aug (Combined)	June 1	June 10
September	July 20	July 25
October	August 20	August 25
Nov/ Dec (Combined)	October 1	October 10



Bleeds on Full-Page ads only.
 The magazine trim size is 8.5" X 11"

NVAR 2009 Realtor® Update Magazine Contract

PUBLICATION SPECIFICATIONS

The Realtor® Update magazine is published nine times a year. Please see the Realtor® Update Ratecard for specifications.

CLOSING DATES

Late ads will not be accepted. If an ad is not received by the first business day of the month one month prior to publication, the magazine will be printed without the ad and the advertiser will be charged for the full amount. To avoid this, you may supply NVAR with a generic ad that can be used if the deadline is missed.

RATES ARE EFFECTIVE UNTIL DECEMBER 31, 2009

Ad space will be reserved when signed contract is received. Invoices are rendered on publication and are due net 30 days. Interest will be charged on past due amounts at 2 percent per month. All rates quoted are gross.

ADVERTISING POLICY

The Realtor® Update magazine accepts advertising from real estate companies and companies promoting services to NVAR members. Members consist of real estate brokers, agents, and real estate related affiliations (mortgage brokers, appraisers, etc.). Publisher must approve all advertising prior to publication. NVAR reserves the right to refuse advertising.

ADVERTISING TERMS AND CONDITIONS

Contracts are non-refundable.

In the event of default in payment, NVAR shall have the right, at its option, of either terminating this Agreement and its obligations to

place advertising for the Advertiser, or enforcing the remainder of this Agreement for the number of issues remaining at the agreed upon amount per issue. If NVAR elects to terminate upon such default in payment, Advertiser shall be liable to NVAR upon the date of such termination for all amounts accrued hereunder and unpaid as of such date, plus NVAR's Lost Profits which are defined to equal 100% of the remaining advertising fees committed to hereunder for the remainder of the term committed to. In the event of a default on payment, NVAR shall also be entitled to recover from the Advertiser, all costs of collection, including a reasonable attorneys' fee.

Advertiser indemnifies and saves harmless NVAR against any losses, damage, cost, and expense (including, without limitations, attorneys' fees) which NVAR may incur, or become liable for, by reason of any and all claims of any kind or nature in connection with advertising that is published pursuant to this Agreement. NVAR reserves the right to edit or refuse any advertising submitted to its publication. If any advertising is refused, Advertiser may submit revised advertising up until the deadline for an issue, but regardless of whether such revised advertising is submitted, Advertiser shall be responsible for payment for such advertising. In no event shall liability of NVAR for printing errors exceed the amount paid by Advertiser for the space occupied by such error. Advertiser may not assign its rights or obligations hereunder, Subject to the foregoing, this Agreement will be binding upon, and shall insure to the benefit of, the parties hereto and their respective successors and assign. This Agreement shall be governed by the laws of the Commonwealth of Virginia, and that any disputes concerning this Agreement shall be subject to the exclusive jurisdiction of the federal or Virginia courts in the City of Alexandria or the County of Fairfax, Virginia.

Company: _____ Date: ____/____/____

Contact: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ E-mail: _____

Months requested for publication: JAN/FEB MAR APR MAY JUNE JULY/AUG OCT NOV/DEC

Ad size: Full Page Half Horizontal Half Vertical Quarter Color: B/W Color NVAR Member: Yes No

Preferred Placement: Preferred Placement is offered on a first-come, first-served basis. Preferred placement requests include, but are not limited to, placement within the first 10 pages, a specific place on a page, or near a specific editorial. Preferred placement is not guaranteed. If your request is not granted, you will not be billed the preferred placement cost but will be responsible for the published ad rate. Yes No Preferred Location: _____

Cost: \$ _____

\$ _____ 10% Member Discount

\$ _____ 25% Charge, Preferred Placement, if applicable

\$ _____ Total Cost Per Issue

\$ _____ Total Cost for Contract Period

Print Authorizing Name: _____

Signature of Authorizing Person: _____

Return signed contract to:

Tracy Reynolds

NVAR Sponsorship & Sales Manager
8403 Arlington Blvd., Fairfax, VA 22031
or by fax at 703.207.3274
E-mail ads to treynolds@nvar.com