

# 2012 Marketing Kit

*Opportunities geared for results and success*



One of the largest and most influential trade associations in North Carolina.

## CONTENTS

- 4 Demographics
- 5 2012 Event Opportunities
- 6 Sponsorship Opportunities
- 8 Sponsorship Agreement Form
- 9 NCAR Convention & Expo
- 11 Exhibitor Reservation Form
- 13 Advertising Opportunities
- 15 Advertising Rate Card
- 17 Advertising Insertion Form

## The Voice of Real Estate in North Carolina

The NC Association of REALTORS® (NCAR) is one of the largest and most influential trade associations in the state. For more than 90 years, NCAR has been the voice of real estate in North Carolina.

We're dedicated to providing the opportunity and resources members need to be successful. Our mission includes:

- Preserving and promoting the right to own, transfer and use real property;
- Maintaining a leadership role in the legislative, political and regulatory process;
- Promoting and maintaining the highest ethical standards; and
- Developing and providing the best education, products and services for members.



# Get Results that Count

Are you looking to reach real estate professionals working in North Carolina? The NC Association of REALTORS® has more than 30,000 members involved in all aspects of real estate, including residential and commercial real estate brokers, salespersons, developers, builders, property managers, office managers, appraisers and auctioneers.

“What’s in it for me?” you ask. Great question! When you become an NCAR sponsor, exhibitor, or advertiser, you open the door to extraordinary opportunities and market exposure.

But don’t just take our word for it. See what previous year’s sponsors, exhibitors, and advertisers have to say about the exposure and results they’ve seen through NCAR marketing opportunities.

■ *“In our nearly 20-year relationship, Pearl Insurance has benefited greatly from the extra exposure generated by the various promotional opportunities offered by NCAR. In fact, our North Carolina sales team anticipates NCAR’s Annual Convention and the number of members and customers who visit our booth to learn more about our E&O Insurance program for real estate professionals. We appreciate the excellent service and support we receive from the NCAR organization, especially when it comes to NCAR’s promotional efforts that strengthen Pearl’s market share in the state of North Carolina..”*

Gary P. Pearl  
President/CEO  
Pearl Insurance

■ *“Supporting the Boards and Associations throughout North Carolina is important to everyone at Systems Engineering and one of the best ways to do that is through NCAR sponsorships. We find it very rewarding when REALTORS® across the state acknowledge and benefit from our contributions each year. We are sincerely thankful for the partnership that has evolved over the years with the staff at NCAR and the opportunities and exposure that it has created for our business.”*

Paula Payne  
President  
Systems Engineering, Inc.

■ *“As we looked to expand our market reach in North Carolina with our RealFocus MLS and RealFocus Contact products, we knew we needed a strategic partner within the state. We could not have found a more experienced, resourceful or engaged partner than NCAR. They have been so helpful in making us aware of events and tools that have been instrumental in putting our message out to this very important marketplace.”*

Fred Hess  
Director of Marketing  
and Sales  
RealFocus

## WE'VE GOT THE NUMBERS

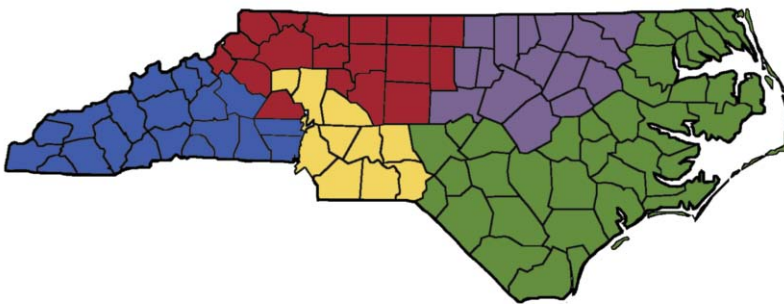
### MORE THAN 30,000 MEMBERS STRONG

Who is the average NC REALTOR®? According to a recent survey by the National Association of REALTORS®, our typical member is 52 years old and works 40 to 55 hours per week on behalf of our industry. And slightly more than half of all NC REALTORS® are female.

It's an educated membership as well. More than half of all NC REALTORS® have a bachelor's degree or higher, and nine of 10 have completed at least some college courses. By comparison, the latest U.S. Census Bureau data indicates that less than 30 percent of the nation's labor force has received at least a bachelor's degree.

You also should know that whatever your market, we have it covered. From Murphy to Manteo and all areas in between, NC REALTORS® are vibrant, active and responsible citizens in the communities in which they live and work. Here's a snapshot of where you'll find our members from the mountains to the coast:\*

NC Association of REALTORS® Regional Map



- Western NC: (includes Asheville, Hendersonville, Waynesville and 20 counties)  
Members: 3,706 Firms: 1,171
- North Central Area: (includes Greensboro, High Point, Winston-Salem, Asheboro, Lexington, Pinehurst, Thomasville, and 18 counties)  
Members: 4,734 Firms: 1,669
- Eastern and Coastal NC: (includes Goldsboro, Outer Banks, Wilmington, Jacksonville, Greenville, Havelock, Fayetteville, and 43 counties)  
Members: 7,680 Firms: 2,250
- Charlotte Area: (includes Charlotte and 10 counties) Members: 7,779 Firms: 2,301
- Triangle: (includes Raleigh, Durham, Chapel Hill, Research Triangle Park and 15 counties)  
Members: 7,944 Firms: 2,258

\* Data through July 30, 2011

# MEET CUSTOMERS FACE-TO-FACE

## 2012 EVENTS

NCAR offers numerous opportunities for you to meet our members face-to-face. Our major meetings attract the decision-makers you want to reach - the top producers and leaders of the NC real estate industry.

Events Calendar		
<b>Vision Quest and Inaugural Gala Meetings</b>	<b>Legislative Day and Legislative Meetings</b>	<b>NC and SC REALTORS® Convention &amp; Expo</b>
January 24-27 Winston-Salem, N.C.	June 4-6 Raleigh, N.C.	September 8-11 Savannah Convention Center Savannah, Ga.
The Inaugural Gala is a black-tie optional event that celebrates the installation of the new president and officers of NCAR and is attended by the leaders and executives of North Carolina's 66 local associations.	Several hundred politically active REALTORS® take it to Raleigh for this annual event that includes a legislative rally and meeting with lawmakers at a social event.	As our largest conference of the year, an estimated 500-1,000 of NC and SC's most successful members attend the Convention to learn about the latest products and services available and how they will impact the real estate industry.

NCAR Convention activities include national speakers, education sessions, social activities, and one of the largest real estate trade shows in the Southeast.





BOOST YOUR BUSINESS ...

## Become an NCAR Sponsor

There's no better way to get your company's name and products in front of NC real estate decision-makers than through a comprehensive, year-round sponsorship package.

WHAT'S IN IT  
FOR ME?  
YEAR-ROUND  
EXPOSURE

NC Association of REALTORS® Sponsors benefit from extraordinary exposure to North Carolina REALTORS®. From face-to-face interaction in the Expo to repeated coverage in electronic media to priority exposure to new marketing opportunities, NC Association of REALTORS® Sponsors have VIP access to reaching REALTORS® in North Carolina.

By becoming an NC Association of REALTORS® Sponsor, you will increase your organization's visibility and support the needs of NC REALTORS®. Check out the chart on the next page to see which level of sponsorship will best assist your organization in exceeding its goals. You won't want to miss this opportunity to reach your target market; become an NC Association of REALTORS® Sponsor today!

*"We've been a sponsor of the North Carolina Association of REALTORS® since 2006. It's been a great way to increase our brand awareness among one of the best segments of REALTORS® in the nation and we've seen our sponsorships pay for themselves many times over. Being an NCAR sponsor is hands down one of the best investments we've made."*

- Kara Calderon, Product Marketing Manager, a la mode, inc.  
NCAR Sponsor and Partner

SIGN UP  
ON PAGE 8

Sponsor Benefits & Privileges				
ELECTRONIC MEDIA & PRINT PUBLICATION	Silver	Gold	Platinum	Diamond
Company logo & link on NCAR website				✓
Logo & link in NCAR's weekly e-newsletter, <i>REALTOR® Report</i> <sup>1</sup>			✓	✓
Web advertisements (includes logo and link and will be featured on preferred pages) <sup>2</sup>			✓	✓
Advertising in <i>Insight</i> (plus additional discount on all purchased ads) <sup>3</sup>		✓	✓	✓
Sponsor recognition in <i>Insight</i>	✓	✓	✓	✓
Sponsorship listing on NCAR website	✓	✓	✓	✓
ANNUAL CONVENTION & EXPO*				
Opportunity to introduce a speaker at Convention or other NCAR event				✓
Banner at NCAR/SCAR Convention (to be provided by Sponsor)				✓
Exclusive sponsorship of NCAR session at Convention				✓
20-minute education session(s) in Convention Expo <sup>4</sup>			✓	✓
Mailing labels of Convention attendees 30 days prior to meeting			✓	✓
Logo on home page of Convention website <sup>5</sup>			✓	✓
Advertising space in Convention program <sup>6</sup>		✓	✓	✓
Sponsorship recognition and link on Convention website	✓	✓	✓	✓
Official sponsor sign to hang in your booth at Convention	✓	✓	✓	✓
<b>Complimentary booth(s) at Annual Convention<sup>7</sup></b>	✓	✓	✓	✓
Complimentary "VIP Sponsor" ribbons & Expo registration for company reps <sup>8</sup>	✓	✓	✓	✓
Sponsor logo in Convention program	no logo text only	✓	✓	✓
OTHER ANNUAL MEETINGS & EVENTS				
Opportunity to display material at major NCAR events <sup>9</sup>		✓	✓	✓
Tickets to attend NCAR Inaugural event		2	4	6
Sign displayed at all NCAR meetings with company logo denoting status	no logo text only	✓	✓	✓
Sponsor recognition in Inaugural program & Vision Quest manual	✓	✓	✓	✓
<b>TOTAL</b>	<b>\$2,000</b>	<b>\$4,000</b>	<b>\$7,500</b>	<b>\$12,500</b>

<sup>1</sup> Diamond: every issue; Platinum: alternating issues

<sup>2</sup> Diamond: 12 months; Platinum: 6 months; Gold: 3 months

<sup>3</sup> Diamond: 3 pages; Platinum: 2 pages; Gold: 1 page

<sup>4</sup> Diamond to receive TWO sessions

<sup>5</sup> Diamond: 1 year; Platinum: 6 months; Gold: 3 months

<sup>6</sup> Diamond: Inside or back cover or other premium placement, full color; Platinum: full-page b&w; Gold: half-page b&w

<sup>7</sup> Diamond to receive TWO booths & 25% discount on additional booths

<sup>8</sup> Diamond: 10 passes; Platinum: 6 passes; Gold: 5 passes; Silver: 5 passes

<sup>9</sup> Diamond & Platinum: two events; Gold: one event

\* North Carolina and South Carolina Joint Convention in 2012

# SPONSORSHIP AGREEMENT FORM

Please print OR type and fax form to Blair Wilburn at 336-299-7872 OR e-mail to [bwilburn@ncrealtors.org](mailto:bwilburn@ncrealtors.org).

Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (     ) \_\_\_\_\_ Fax (     ) \_\_\_\_\_

Contact Person \_\_\_\_\_

E-mail \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

Please check the sponsorship level your organization is interested in for 2012.

- DIAMOND     
  PLATINUM     
  GOLD     
  SILVER

### METHOD OF PAYMENT

- Check Enclosed (Payable to NCAR)  
 Visa       MasterCard

Credit Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Authorized Amount \_\_\_\_\_ 3-Digit Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

### Application

Application for an NCAR premier sponsorship must be made on the printed form provided by NCAR, which reserves the right, in its sole discretion for any reason, to accept or reject a potential sponsor or to cancel a sponsorship. If an existing sponsorship is cancelled, a prorata portion of the sponsorship fee will be refunded based on the date of cancellation.

### Payment

Full payment is due on or before January 2, 2012. An additional administrative charge of \$250 will be due on payments received later than March 31, 2012. Applicants will not be entitled to sponsorship benefits until full payment has been received.

### Nature of Relationship

Acceptance by NCAR of an application for a premier sponsorship shall neither entitle the sponsor to an exclusive sponsorship arrangement with respect to any service or product offered by sponsor, nor constitute an endorsement of any service or product offered by sponsor.



REACH YOUR TARGET MARKET ...

## Exhibit at the NC/SC Convention & Expo

New this year, we will have a joint North Carolina and South Carolina Convention & Expo! The REALTORS® that attend this event are looking for the latest products and services to help them achieve success.

WHAT'S IN IT  
FOR ME?  
ACCESS TO  
DECISION-MAKERS

This is your  
opportunity to  
market your  
company in a  
"one-stop" event  
open to over  
1,000 REALTORS®  
from both  
North and South  
Carolina.

2012 NC & SC Associations of REALTORS® Convention & Expo  
September 8-11, Savannah Convention Center  
Savannah, Ga.

■ **Exhibitor Fees**

\$900-\$1,000 depending on date of registration.

See registration form on page 11 for more details on booth packages and volume pricing.

■ **With Your Booth Fee You Will Receive:**

- ▶ Face-to-face meetings with the most successful people in NC & SC real estate, including top producers, brokers, managers, industry leaders, local association executives, and MLS executives.
- ▶ 10 x 10 booth with pipe, drape, two chairs, a table, wastebasket, and a booth ID sign.
- ▶ Two full convention registrations (additional passes may be purchased, see page 11)
- ▶ Company listing on the Convention website (with weblink) and in the Convention Program.
- ▶ Breaks in show area (includes lunch on Monday, Sunday afternoon refreshments)
- ▶ Complimentary mailing list for post-show promotion
- ▶ High-profile door prize drawings for those providing door prizes
- ▶ Guest rooms at special discounted rates
- ▶ Discount on *Insight* advertising
  - ◆ 25% off 1 full page advertisement at the 1-time rate
  - ◆ 10% off frequency rates in 2012

*"As an exhibitor, we consider the NC/SC joint convention to be a great idea that encourages a strong sense of community. It gives us a wonderful opportunity to network with our past and present customers, while forging new relationships with REALTORS® across both Carolinas, all in one venue and one beautiful city."*

- Steve Connell, Superior School of Real Estate

RESERVE  
SPACE ON  
PAGE 11

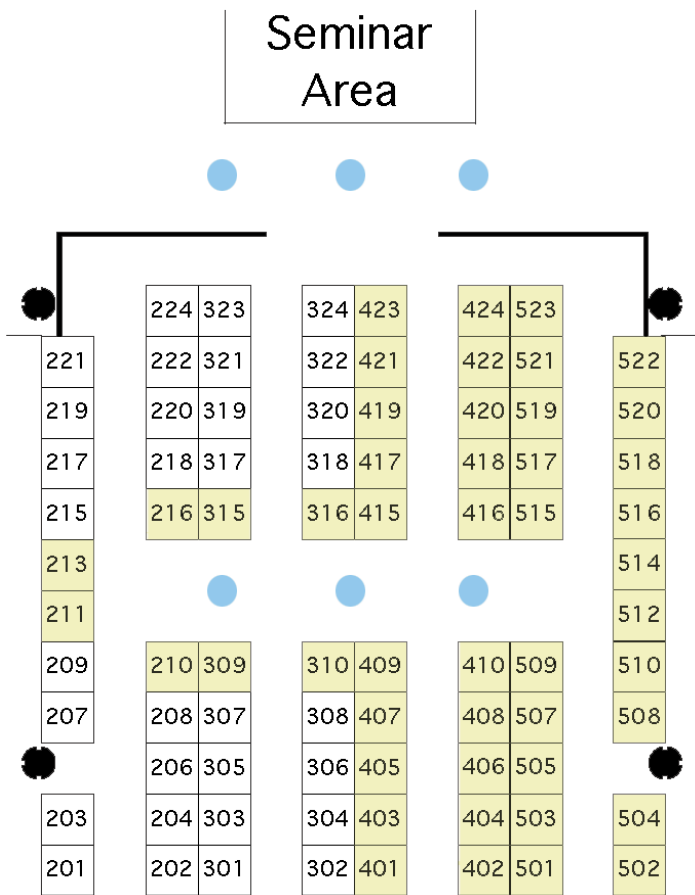
**How Do I Confirm My Space?**

Send in your registration early for early bird rates and top booth choices! Complete the reservation form on page 11 and return to NCAR with payment: 4511 Weybridge Lane, Greensboro, NC 27407.



**Savannah Convention Center**

(Floor plan subject to fire marshal approval)



**What Are The Expo's Hours?**

**Sunday, September 9**

8 a.m. - 12 noon  
Exhibitor registration, set-up and move in

1 - 5 p.m.  
Expo opening

**Monday, September 10**

11:30 a.m. - 5 p.m.  
Expo open

11:30 a.m. - 1:30 p.m.  
Expo lunch

5 - 9 p.m.  
Exhibitor move out

## EXHIBITOR RESERVATION FORM

Please print OR type and fax form to Blair Wilburn at 336-299-7872 OR e-mail to [bwilburn@ncrealtors.org](mailto:bwilburn@ncrealtors.org).

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Contact Person \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

Product or Services:

(To assist NCAR in assigning exhibit booth space, please describe your company's product/service.)

Two (2) full convention registrations are included with each booth reservation. Please list the names of these registrants below. Additional Expo-only passes may be issued for \$50 per person, OR, you may purchase a full member registration.

### EXHIBIT REGISTRATION OPTIONS

**BOOTH FEES:** **BOOTH CHOICE:** 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ Please see floor plan on page 10.

	Before March 31, 2012	After March 31, 2012
First Premium Booth	\$900	\$1,000
Additional Premium Booth	\$800	\$900
Quad (4-booth set)	\$3,200	\$3,400

#### PARTIAL PAYMENT

\$\_\_\_\_\_ A minimum 50% deposit due with signed contract

\$\_\_\_\_\_ Remaining balance due before August 1, 2012.

Check

Credit Card (**Visa or MasterCard only**)

Credit Card No.: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

3 Digit Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

OR

#### FULL PAYMENT

100% payment enclosed for \$\_\_\_\_\_

Check

Credit Card (**Visa or MasterCard only**)

Credit Card No.: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

3 Digit Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Once we receive your registration form and complete payment, we will send you a confirmation email.

**FOR NCAR USE ONLY:** Date Rcd: \_\_\_\_\_ Amount Rcd: \_\_\_\_\_  
 Credit Card/Check#: \_\_\_\_\_ Amount Due: \_\_\_\_\_  
 Confirmation Sent: \_\_\_\_\_ Booth#: \_\_\_\_\_

### Application and Eligibility

Application for booth space must be made on the printed form provided by the North Carolina Association of REALTORS®, Inc. (hereinafter NCAR); must contain the information as requested; and must be executed by an individual who has the authority to act for the applicant (hereinafter "Exhibitor"). NCAR reserves the right, in its sole discretion, to limit the types of companies and products represented in its trade show, to accept or reject applications and to assign booth space as NCAR deems appropriate.

### Payment Dates

A minimum 50% deposit is due with the signed contract in order to hold your booth space. Final payment is due on or before August 1, 2012. Failure to pay full booth fee on or before August 1, 2012, will result in space being released and forfeiture of the deposit to NCAR.

### Cancellation of Booth Space/Loss of Payment

In the event the Exhibitor cancels or otherwise notifies NCAR of its intent to repudiate this contract prior to August 1, 2012, NCAR shall retain the deposit as liquidated damages. If NCAR receives such notice on or after August 1, 2012, NCAR shall retain the deposit or full exhibit booth price (whichever is greater) as liquidated damages. The parties acknowledge and agree that the precise damages which will be suffered by NCAR as a result of an Exhibitor's canceling or repudiating this contract are uncertain and not subject to precise calculations and that the liquidated damages set forth herein are a reasonable estimate of the damages likely to be incurred.

### Booth Furnishings, Equipment and Service

A uniform style exhibit booth 10' wide x 10' deep will be provided with pipe, drape, one table and two chairs. Additional booth needs may be specified by Exhibitor on the contract and will be provided by NCAR if possible. If there is to be a charge for any of these additional needs, Exhibitor will be notified before such charges are incurred. Additional display units and furnishings will be available through the display company. The Exhibitor is responsible for any additional charges for such additional equipment or furnishings. Exhibitors are responsible for contacting the convention center directly for electrical and Internet equipment needs and will also be responsible for any additional charges for such electrical, telephone or Internet needs. A form from the convention center will be provided for these specific purposes. Payment for these additional services must be made with the company providing the service.

### Assignment of Booth Space

Booth space will be assigned by NCAR in its sole discretion as Application / Agreement and deposits are received and accepted provided; however, that Sponsors of NCAR shall be given preference in the allocation of exhibit space and assignments of exhibit locations. NCAR reserves the right to make and/or to change all booth assignments, as it deems appropriate.

### Dismantling and Staffing of Exhibits

Exhibit booths must be staffed during all open hours and no Exhibitor will be permitted to dismantle prior to the close of the show on Monday. Dismantling of exhibits can take place after the end of the show. Any Exhibitor violating this regulation of dismantling will be fined \$200 and may be denied exhibit space in future NCAR trade expositions.

### Exhibit Staff Registration

Each exhibitor is allotted two complimentary full convention registrations per booth rented. Additional Expo-only passes may be issued for \$50/person. Expo-only passes permits registrants into the Expo (only). Full convention registrations may be purchased at the member rate, and will permit registrants to attend all non-ticketed functions.

### Failure to Occupy Space

Any space not occupied by 1 p.m. on Sunday, September 10, 2012, shall be forfeited by the Exhibitor and space may be resold, reassigned, or used by the exhibit staff without refund, unless a written request for delayed occupancy has been received by the NCAR office by September 2, 2012, and received written approval. NCAR reserves the right to reject future applications for exhibit booth space at NCAR Trade Shows and other functions in the event the Exhibitor does not staff its exhibit booth during all open show hours.

### Liability for Damages or Loss of Property

The Exhibitor expressly represents that its exhibit complies with all fire and safety rules and regulations adopted by all applicable governmental agencies and Convention Center. In the event NCAR were to be liable for any occurrence that might result from the Exhibitor's action or failure to act, including, but not limited to, acts or omissions constituting negligence, deceptive trade practices, strict liability, or the creation of a liability resulting from an unreasonably dangerous product (products liability), such exhibitor shall reimburse and indemnify NCAR for damages resulting from such liability and the costs incident hereto including attorneys' fees and costs of litigation. Exhibitor further agrees that it shall hold harmless and indemnify NCAR for any loss, damage, expense, or penalty arising from any action, including an action based upon strict liability or negligence, for personal injury or property damage to exhibitor, its employees, guests or property.

### Security

While NCAR shall use reasonable efforts to have the exhibit hall secured during non-exhibition hours, NCAR does not guarantee or insure that the exhibit hall shall be so secured and does not assume responsibility for the safety of property left in the exhibit hall at any time. Any exhibit booth, which is not located in the exhibit hall, shall not be secured. Exhibitors agree that they shall be solely responsible for valuables and other possessions left in an exhibit booth.

### Insuring the Exhibits

NCAR will not provide insurance for Exhibitors exhibits, mechanical or display materials. Exhibitors are encouraged to insure their exhibits, merchandise and display materials against theft, fire, etc at their own expense.

### Cancelling Exhibit

If for any cause beyond the control of NCAR, such as, but not limited to the destruction of exhibit facilities by an act of God, the public enemy, authority of law, fire or other force, NCAR is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be considered terminated and any payments made hereunder by Exhibitor shall be refunded to Exhibitor, less expenses incurred by NCAR to the date of termination allocable to Exhibitor after prorating thereof among all exhibitors.

### Miscellaneous

The Exhibitor expressly agrees to be bound by all the terms, conditions and specifications herein listed and by the Rules and Regulations established by NCAR from time to time thereafter modified, and expressly agrees that this contract and such Rules and Regulations contains the entire agreement between the parties hereto and supersedes any prior agreements, written or oral. This contract shall be interpreted under the laws of the United States.



TURN THE HEADS OF MORE THAN 30,000 NC REALTORS® ...  
**Advertise and Realize Results**

Reach NC REALTORS® where they turn for the latest industry information. *Insight* e-magazine and the NC Associations of REALTORS® website, [www.ncrealtors.org](http://www.ncrealtors.org), both deliver the successful target market you are looking for.

WHAT'S IN IT  
 FOR ME?  
 EXPOSURE  
 STATEWIDE

■ **New in 2012 - Electronic Delivery of *Insight* to REALTORS® Via E-mail**

A recent readership survey found that not only do most members read almost every issue of *Insight*, they find the NCAR publication a valuable source of information since it is read within the first week after receipt.

*Insight* is e-mailed directly to more than 30,000 REALTORS® from across the state. The goal of *Insight* is to serve our advertisers and readers through eye-catching design, creative photography and feature articles on the people, events and trends that shape our industry

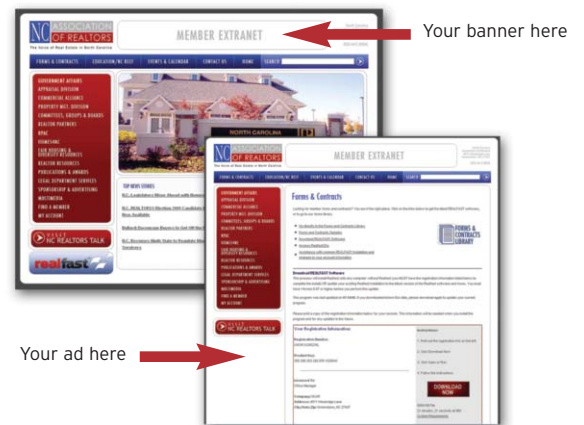
North Carolina is one of the 10 largest state REALTOR® Associations in the country; make an impact and grow your business by advertising with us.

■ **Expand Your Business**

The NC Association of REALTORS® website, [www.ncrealtors.org](http://www.ncrealtors.org), serves as the real estate information portal to our general membership as well as to the public.

NC REALTORS® and visitors look to this site to stay informed on the latest market, technology and legislative trends.

- ▶ Average Monthly Visits: 135,699
- ▶ Average Monthly Page Views: 114,554
- ▶ Average Monthly Forms/Contract Page Views: 7,031



*"Advertising in the NCAR Broker E-Brief has been a big boost for my company. I immediately saw a dramatic increase in hits to my web site, and subsequently, more new clients. The Broker E-Brief is now my primary source of advertising."*

- Gary R. Caddell, CFE, GR Caddell, LLC

■ **New in 2012 - Insight Light, a 4-page Bimonthly Electronic Publication**

Exclusive sponsorship of NCAR's latest publication, *Insight Light*. Your company will be featured on every page of the four-page electronic magazine. Each ad on each page will feature your company name and will include a clickable link that will take readers directly to the website of your choosing. One page will include a colored banner (approximately one quarter of a page in size) with your company's name and link. The back cover of the e-magazine will be a full-page ad and is changeable every issue.

Your company name with clickable link to your website

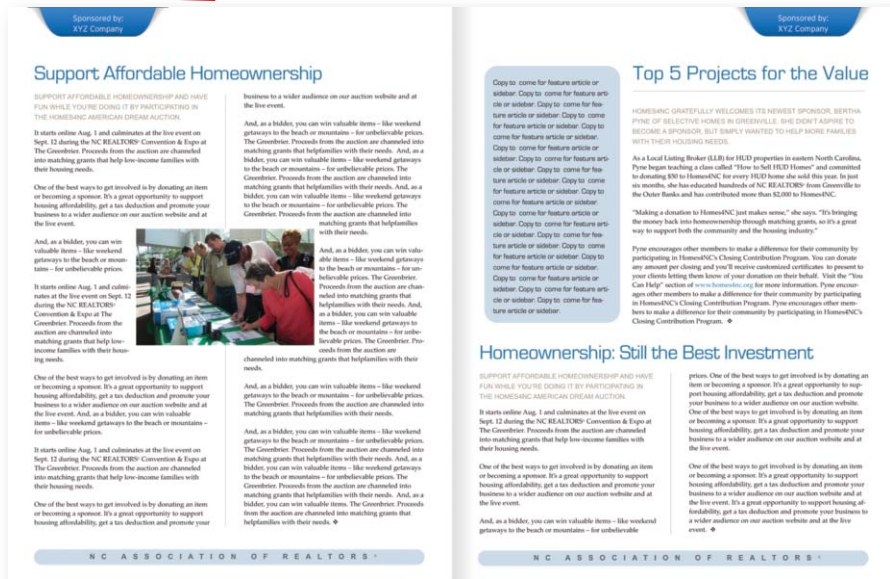


This exclusive sponsorship is available until sold and will only be sold on an annual basis. Act now to reserve your exclusive sponsorship for this opportunity to market to all 30,000 REALTORS® in North Carolina on a bi-monthly basis for only \$6,000 per year. Call 336-808-4228 more information.



Your company name with clickable link to your website plus a full page ad on the back cover

\*



\*Sample of 4-page publication placed for promotional purposes and content included for position only.

## RATE CARD AND SPECIFICATIONS

As the official publication of the NC Association of REALTORS®, *Insight* offers reliable information in an electronic format. Published six times during the year, *Insight* is e-mailed directly to more than 30,000 REALTORS® from across the state.

### Advertising Contact:

Blair Wilburn, Business Development Manager  
4511 Weybridge Ln., Greensboro, NC 27407  
**336-808-4228** or **bwilburn@ncrealtors.org**

### Ad Submission and Artwork Contact:

Paige Happel, Creative Director  
7489 Summerhill Dr., Summerfield, NC 27358  
**336-908-0966** or **paige-ccs@triad.rr.com**

### 2012 *Insight* Advertising Rates & Sizes

FULL COLOR	1x	2x	3x	6x
Full Page (7 5/8" x 10 1/8*)	\$1,000	\$ 900	\$ 800	\$ 600
1/2 Page - H (7 5/8" x 4 15/16")	\$ 750	\$ 675	\$ 600	\$ 500
1/4 Page - V (3 3/4" x 4 15/16")	\$ 500	\$ 450	\$ 400	\$ 300
PREMIUM POSITIONS (6x RATE ONLY)				
Inside Front Cover				\$1,000
Inside Back Cover				\$ 800
Back Cover				\$ 900

All rates are net.

\*Full page bleed: 8.5" x 11" plus 1/8" bleed extended on all 4 sides

### 2012 Web Advertising Rates

Website advertisements: 240 pixels wide x 120 pixels tall  
Banner advertisements: 468 pixels wide x 60 pixels tall

BANNERS	3 months	6 months	12 months
Premium Banner	\$2,650	\$4,750	\$7,250
Standard Banner	\$1,750	\$2,850	\$4,850
WEB ADVERTISEMENTS	3 months	6 months	12 months
NCAR Website	\$650	\$1,150	\$1,550
Broker E-Briefs (emailed each Monday to 8,500+ BICs) (JPEG AD)	\$975	\$1,575	\$2,075
Broker E-Brief Text Ad	\$2,050	\$3,100	\$4,250
REALTOR® Report (emailed each Wednesday to 30,000+ REALTORS®) (JPEG AD)	\$1,350	\$2,000	\$2,550
REALTOR® Report Text Ad	\$2,250	\$3,300	\$4,750

- ▶ NCAR sponsors to receive premium placement in Broker E-Briefs and REALTOR® Report, if applicable.
- ▶ Web banners include logos (animated or non-animated) and links and may be featured on the top of either the member-only or public side of the website.
- ▶ Premium Position - Limit of three advertisers on a rotating basis, minimum of 3 months required, banners offered on member only pages.
- ▶ Standard Position - Limit of three advertisers on a rotating basis, minimum of 3 months required, banners offered on public pages only.

2012 Editorial Calendar			
ISSUE	PRIMARY FOCUS	SECONDARY FOCUS	AD SPACE/ COPY DEADLINE
January	NC REALTORS® Incoming President	2012 Economic Forecast	December 21 (2011)
March	Expanding Your Sphere of Influence	Affordable Housing Initiatives	February 29
May	A Look at the Legislative Session	Staging a Home to Sell	April 25
July	Convention & Expo Preview	Educating Your Clients	June 27
September	REALTOR® Safety	Achieving Financial Freedom	August 29
November	Risk Management	Professional Development	October 31

**Digital Files**

High resolution PDF files requested. PC files must be constructed from Quark Xpress (6.0), Adobe Photoshop (7.0) and Adobe Illustrator (10.0). Macintosh files will be accepted in EPS, PDF and TIFF formats for placement. Files not supplied in proper format will be corrected at the advertiser's expense. Call 336-908-0966 with any questions.

**Accepted Media**

Files may be supplied on CD, DVD or submitted via e-mail.

**Fonts**

All fonts necessary for printing the ad must be supplied by the advertiser or convert to paths. Fonts are not required for PDF, EPS and TIFF submissions.

**Artwork**

Include all artwork/links, i.e. placed graphics, photographs, logos. Image resolution should be at least 300 dpi at final scale. Before placing artwork into the ad, size artwork to 100 percent of actual size used in ad. Artwork must be converted to CMYK. Convert any Pantone colors from "spot" to "process" (CMYK) before saving files.

**Web Banner/Advertisement Specifications**

Website advertisements: 240 pixels wide x 120 pixels tall  
 Banner advertisements: 468 pixels wide x 60 pixels tall  
 E-newsletter advertisements: 150 pixels wide x 180 pixels tall  
 Acceptable file types are jpg or gif only.

**Proofs**

An approved color proof is recommended. Laser proofs will be used only for content, not color. Publisher and printer will not accept responsibility for the final outcome of the ad when a proof is not supplied. Please notify the publisher if color is critical and provide a digital color contract proof to SWOP standards.

**Rates**

All rates are non-commissionable and are based on artwork being provided ready for publication. Rates are subject to change with 60 days written notice. Advertising ordered at frequency discount rates and not earned within a 12-month period will be rebilled at the earned rate.

**Production Charges**

Ad creation, typesetting, composition, and artwork will be done as needed and charged to the client. Clients will have production charges quoted on an individual basis.

**Proofs to Advertisers**

Ads prepared from artwork will be solely at advertiser's risk unless sufficient time is allowed to furnish proofs for approval. When proof is required, artwork must be in hands of publisher two weeks preceding ad space deadline.

**Copy**

Advertisers are solely responsible for submission of copy. The advertiser and/or its agency will indemnify and hold Publisher harmless from and against any loss resulting from claims or suits for defamation, libel, violation of privacy, plagiarism, copyright infringement or any other cause. Publisher reserves the right to reject any advertising. Publisher shall own all advertising for which it has provided design and/or copywriting services.

**Placement**

Higher contracted frequency takes precedence on placement. However, premium positions will be guaranteed at the quoted rate, space permitting.

**Storing of Materials**

All final advertising files will be stored for six months and then destroyed, unless written request for the return of materials is provided upon ad submission.

**2012 INSERTION ORDER & ADVERTISING AGREEMENT**

Please print OR type and fax form to Blair Wilburn at 336-299-7872 OR e-mail to [bwilburn@ncrealtors.org](mailto:bwilburn@ncrealtors.org).

Name of Advertiser \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Contact Person \_\_\_\_\_ E-mail \_\_\_\_\_

2012 <i>Insight</i> Advertising Rates					
FULL COLOR	1x	2x	3x	6x	Issue/Closing Date
Full Page	\$1,000 <input type="checkbox"/>	\$ 900 <input type="checkbox"/>	\$ 800 <input type="checkbox"/>	\$ 600 <input type="checkbox"/>	Jan, 12-21-11 <input type="checkbox"/>
1/2 Page	\$ 750 <input type="checkbox"/>	\$ 675 <input type="checkbox"/>	\$ 600 <input type="checkbox"/>	\$ 500 <input type="checkbox"/>	Mar, 2-29-12 <input type="checkbox"/>
1/4 Page	\$ 500 <input type="checkbox"/>	\$ 450 <input type="checkbox"/>	\$ 400 <input type="checkbox"/>	\$ 300 <input type="checkbox"/>	May, 4-25-12 <input type="checkbox"/>
Inside Front Cover (6x rate only)				\$1,000 <input type="checkbox"/>	July, 6-27-12 <input type="checkbox"/>
Inside Back Cover (6x rate only)				\$ 800 <input type="checkbox"/>	Sept, 8-29-12 <input type="checkbox"/>
Back Cover (6x rate only)				\$ 900 <input type="checkbox"/>	Nov, 10-31-12 <input type="checkbox"/>

All rates are net.

2012 Web Advertising Rates			
BANNERS	3 months	6 months	12 months
	Premium Banner	\$2,650 <input type="checkbox"/>	\$4,750 <input type="checkbox"/>
Standard Banner	\$1,750 <input type="checkbox"/>	\$2,850 <input type="checkbox"/>	\$4,850 <input type="checkbox"/>
WEB ADVERTISEMENTS	3 months	6 months	12 months
NCAR Website	\$650 <input type="checkbox"/>	\$1,150 <input type="checkbox"/>	\$1,550 <input type="checkbox"/>
Broker E-Briefs (jpeg ad)	\$975 <input type="checkbox"/>	\$1,575 <input type="checkbox"/>	\$2,075 <input type="checkbox"/>
Broker E-Brief Text Ad	\$2,050 <input type="checkbox"/>	\$3,100 <input type="checkbox"/>	\$4,250 <input type="checkbox"/>
REALTOR® Report (jpeg ad)	\$1,350 <input type="checkbox"/>	\$2,000 <input type="checkbox"/>	\$2,550 <input type="checkbox"/>
REALTOR® Report Text Ad	\$2,250 <input type="checkbox"/>	\$3,300 <input type="checkbox"/>	\$4,750 <input type="checkbox"/>

Website advertisements: 240 pixels wide x 120 pixels tall  
Banner advertisements: 468 pixels wide x 60 pixels tall

Creative Services Notes \_\_\_\_\_

Total Cost \_\_\_\_\_

I understand that I am bound by the guidelines, deadlines and rates published on the *Insight* and Web Advertising Rate Card And Specifications and by the terms and conditions stated in this insertion order.

Signature \_\_\_\_\_

Name (printed) \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

The NC Association of REALTORS®, with its principal office at 4511 Weybridge Lane, Greensboro, North Carolina (hereafter called the Publisher), reserves the right to approve all advertising copy and the right to reject any advertisement that is contracted for placement in *Insight*. All Insertion Order & Advertising Agreements are subject to acceptance by the Publisher, and upon such acceptance, without further notice to the customer, the Insertion Order & Advertising Agreement becomes valid and is governed by the laws of North Carolina.

#### Advertising Policy

The Publisher will not be bound by conditions on other contracts or insertion orders that may be in conflict with the provisions of this contract. All advertisement instructions must be submitted on the *Insight* Insertion Order & Advertising Agreement. The Publisher reserves the right to amend or revise rates, terms and conditions of this agreement upon 60 days written notice. If said amendments are not acceptable to the advertiser, the advertiser may, by written notice to the Publisher prior to the effective date of the amendments, cancel its advertising contract, upon payment of any outstanding invoices. If frequency discount is not earned because of cancellation, advertiser agrees to pay difference between frequency rate paid and frequency rate earned.

#### Web Advertising Policy

All Web advertisement instructions must be submitted on the Web advertising agreement form. The publisher reserves the right to cancel any advertising not considered suitable for publication. Competitors in the area of Pre-License and Continuing Education, local associations and broker-referral programs will not be allowed to advertise on NCAR's website at publisher's discretion. Publisher will not accept advertising for real estate firms, franchises, or endorsed licensees for placement on the NCAR website, at its discretion. Web banners and advertisements are non-cancelable.

#### Ad Materials Responsibility

In the event the advertiser fails to supply ad materials by the closing date, the Publisher reserves the right to repeat a previous advertisement. Advertisers who reserve space and fail to supply ad material are still liable for all costs regardless of what material is substituted in its place. Final ad materials will be stored for six months and destroyed thereafter, unless written request for the return of materials is provided upon ad submission.

#### Copy Acceptance

Advertising copy furnished by the advertiser shall be in a form acceptable to the Publisher. Publisher reserves the right to edit or reject any advertising it finds, in its sole discretion, to be inappropriate, misleading or objectionable. Advertising that resembles editorial shall be marked "Advertisement" at the top of the ad in not less than 10-point type.

#### Advertiser's Responsibility

All advertisements are accepted and published by the Publisher upon the representation that the advertiser and/or agency is authorized to publish the entire contents and subject matter thereof. The advertiser agrees to indemnify and hold the Publisher harmless from and against any loss resulting from claims or suits of defamation, libel, violation of privacy, plagiarism, copyright infringement or any other cause.

#### Advertising Design & Production

All ad material shall be submitted in accordance with the Publisher's Advertising and Production Specifications as set forth on the Publisher's current Rate Card And Specifications. The Publisher reserves the right to adjust the size of ads that do not conform to required dimensions, exclude advertisements from certain pages, and control position of all ads.

#### Billing

Prepayment is required for new clients. A signed contract and payment for the first insertion are due by the first closing date, along with the ad. Subsequent insertions will be billed upon publication. Invoices are net and payable upon receipt unless otherwise noted. Invoices rendered will be accepted as correct unless the Publisher is notified in writing within 10 days of billing date. Payment will be made direct to Publisher at the address on the front of this agreement. Accounts delinquent 30 days will be charged interest at the rate of 18 percent per annum. Should an advertiser and/or agency default or otherwise be late in

payment of advertising invoices, the Publisher has the right to omit the advertisement from the publication. The advertiser and/or agency will forfeit any and all payments previously made toward the purchase of said advertisement. In the event advertiser and/or agency default or are otherwise late in payment of bills, advertiser and/or agency shall be totally liable for all fees and sums of collections, including but not limited to reasonable attorney's fees and court costs incurred by Publisher in the collection of said bills. In such event, the Publisher reserves the right to either terminate this Agreement or to enforce this agreement pursuant to the terms set forth. Venue for any judicial proceeding concerning enforcement or any provisions of this contract including any action of non-payment shall be in Guilford County, North Carolina.

#### Web Advertising Billing

Pre-payment is required for all banner and advertisement placement.

#### Cancellations

Cancellations must be in writing and are not considered accepted until confirmed by the Publisher. There is a \$500 cancellation fee for cancellations of ads less than 30 days prior to the ad space/copy deadline of the issue in which the ad is scheduled to run. The advertiser is responsible for the full amount of the ad for cancellations after the ad space/copy deadline has passed. In addition to any applicable fees for late cancellations, there is a \$500 fee for cancellation of multiple ads.

#### Errors and Omissions

In the event of an error or omission of advertising copy or an advertisement for any reason, it is the advertiser's responsibility to notify the Publisher, in writing and within seven days after delivery of electronic magazine. Publisher's liability will not exceed the return of revenue for the ad space. Any adjustments will be based on percentage of ad or message affected. Publisher is not responsible for errors in key numbers, nor is Publisher responsible for errors that the advertiser failed to identify on the approved advertising proof. In no event shall Publisher be liable for incidental or consequential damages incurred by advertiser in the event of any error or omission by Publisher.

#### Performance

Publisher shall not be held responsible for damages for failure to circulate any issue, or for delays distributing said issue. The advertiser shall be entitled to a complete refund of monies paid if the Publisher fails to distribute the issue covered by this Agreement. No discount of advertisers monies shall be paid for delays beyond the Publisher's control, including delays caused by production and distribution. Performance by the Publisher shall be contingent upon availability of materials and labor, and no interruption by acts of God/nature, riots, warfare, government laws or regulations, vendor delays, and/or conditions beyond the Publisher's control. In no event shall Publisher be liable for incidental or consequential damages incurred by advertiser for failure to distribute or the delay in distributing an issue.

#### Miscellaneous

The Publisher may assign its rights, duties, and other obligations under this agreement to any corporation or other entity that becomes the publisher of the contracted publication. This Agreement shall be binding upon and shall inure to the benefit of the successors and assigns of the advertiser. In the event that the advertiser ceases to exist or operate then this Agreement will terminate as of said date, except that in the event the principal(s) of the advertiser thereafter continue to engage in the commerce in substantially the same form as before dissolution, this Agreement shall remain in effect and shall be binding upon the successor to the advertiser.

This Agreement shall terminate after the last insertion as set forth in this Agreement is published; provided however, that the Publisher may terminate this Agreement at any time if it ceases to publish the contracted publication.

This Agreement sets forth the entire agreement between the parties hereto and shall be construed under the laws of the state of North Carolina. Any waiver by the Publisher of any breach of this Agreement by the advertiser, or any default in payment by the advertiser, shall not be construed as a waiver of any prior or subsequent breach or default of the same or any other provision of this Agreement.

#### Severability

In case any one or more of the provisions of this Agreement or any application thereof shall be invalid, illegal or unenforceable in any respect, the validity, legality and enforceability of the remaining provisions contained herein and any other application thereof shall not in any way be affected or impaired thereby.

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## CONTACT US

### Blair Wilburn

Business Development Manager

*Exhibitor, Sponsorship, and Advertising inquiries*

336-808-4228

[bwilburn@ncrealtors.org](mailto:bwilburn@ncrealtors.org)

### Keri Epps-Rashad

Meeting Planner

*NCAR Headquarters Meeting and Event Space Inquiries*

336-217-1049

[kepps-rashad@ncrealtors.org](mailto:kepps-rashad@ncrealtors.org)



The Voice of Real Estate in North Carolina