



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, 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

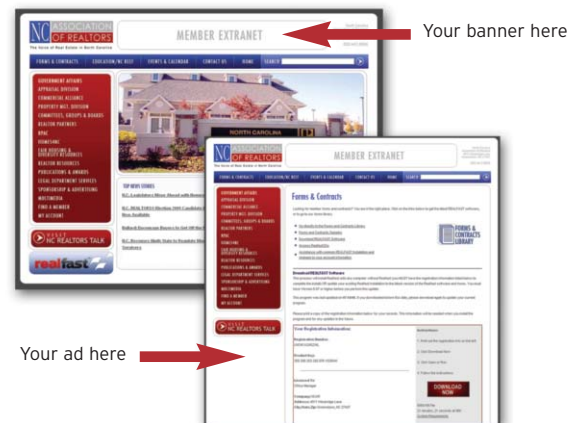
North Carolina is one of the 10 largest state REALTOR® Associations in the country; make an impact and grow your business by advertising with us.

■ **Expand Your Business**

The NC Association of REALTORS® website, www.ncrealtors.org, 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

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*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.

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.