

Reach 44,000 NC REALTORS®

Print & Digital Advertising

NC REALTORS®
ADVERTISERS
BENEFIT FROM
EXPOSURE
STATEWIDE 24-7

REACH NC REALTORS® 24 HOURS A DAY, 7 DAYS A WEEK THROUGH
OUR PRINT AND DIGITAL ADVERTISING OFFERINGS.



INSIGHT MAGAZINE

Insight, NC REALTORS®' quarterly print and electronic magazine, is mailed directly to over 44,000 REALTORS® from across the state and is available 24/7 on NC REALTORS® website, social media and on mobile devices. 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 the real estate industry. Digital Insight ads link directly to your website, bringing the traffic to you.

DIRECT MAIL/PRINT ADVERTISING PLACEMENT

One of our new advertising opportunities includes free-standing advertisements in our member packets that are distributed via mail to each new member every month. Additionally, packets are distributed during all major NC REALTORS® events. Your brochure or flier will be placed directly in the hands of thousands of REALTORS® each month with a high-gloss, graphically appealing branding package, ensuring your message is seen.

SOCIAL MEDIA PLACEMENT

NC REALTORS®' social media channels have amassed a significant following over the years, including Facebook, Twitter, LinkedIn, Instagram, and more. With higher engagement on our social channels than any other communications channel, we are now offering our advertisers premium placement within our social media feeds in the form of ads, boosted posts, and promoted content. If you want to reach more of our members and create conversation along the way, social media advertising opportunities are for you.

DIGITAL PLACEMENT

There are multiple opportunities throughout the year for advertisers to reach our members through digital vehicles, which will reach thousands of members annually. From inclusion in videos to looping presentations displayed during our events across the state, digital placement is a high-profile advertising experience that associates your brand with NC REALTORS® in-person and high-tech audiences.



2019 NC REALTORS® Rate Card & Specifications: Insight Magazine Ads

Insight Print & Digital Advertising Rates & Sizes

Insight, our full-color magazine, is printed and mailed quarterly to over 44,000 NC REALTORS® members and affiliates. It is also available online. Contact us today to reserve a package that is right for you. All rates are net. All rates include free color. Call for special pricing on custom ads, inserts, reply cards, etc.

Publication trim size: 8.375" x 10.875". All full-bleed ads must have an 1/8" bleed (0.125") extended on all four sides (see final page size below). Please send Insight ads as a high-quality PDF **WITHOUT** trims marks and **WITHOUT** printer marks.

AD TYPE	Size	1 Issue	2 Issues	3 Issues	4 Issues
Quarter-Page Ad – Vertical (NO Bleed)	3.5" x 4.75"	\$1,200	\$1,100 each	\$1,000 each	\$900 each
Half-Page Ad – Horizontal (NO Bleed)	7.25" x 4.75"	\$1,650	\$1,500 each	\$1,400 each	\$1,250 each
Full-Page Ad (Full-Bleed)	8.625" x 11.125"	\$2,000	\$1,950 each	\$1,850 each	\$1,700 each
Inside Front Cover Ad (Full-Bleed)	8.625" x 11.125"	\$3,500	\$3,000 each	\$2,500 each	\$2,500 each
Inside Back Cover Ad (Full-Bleed)	8.625" x 11.125"	\$3,200	\$2,800 each	\$2,200 each	\$2,200 each
Back Cover Ad (Full-Bleed)	8.625" x 11.125"	\$3,300	\$2,900 each	\$2,300 each	\$2,000 each
Tip-in Insert ¹	Max. size 8" x 10"	\$2,500	\$2,200 each	\$2,000 each	\$1,800 each

Insight Editorial Calendar

ISSUE	AD SPACE CLOSE	MATERIALS DUE	MAIL DATE
February 2019	Friday, 12/7/18	Friday, 1/4/19	Monday, 1/28/19
May 2019	Friday, 3/8/19	Friday, 4/5/19	Monday, 4/29/19
August 2019*	Friday, 6/7/19	Friday, 7/5/19	Monday, 7/29/19
November 2019	Friday, 9/6/19	Friday, 10/4/19	Monday, 10/28/19

*Bonus distribution at the 2019 NC REALTORS® Convention & Expo

¹ A tip-in insert is a stand alone printed item—such as a handout, a subscription card, a flat brochure, etc.—that is inserted into the magazine. The tip-in inserts must be provided by your company and can be no larger than 8" wide x 10" tall.

Frequency and distribution of Insight may evolve or change without notice to advertisers or sponsors to remain current and best meet the needs of our members and publics. NC REALTORS® makes no guarantees or claims in terms of advertiser conversions, reach, impressions, clicks, or other quantifiable return on your advertising investment.

2019 NC REALTORS® Rate Card & Specifications: Additional Print and Digital Ads

Additional Print Advertising Rates & Sizes

All rates are net. All rates include free color. Rate doesn't include printing costs. Advertiser must provide all printed collateral. An additional cost of \$1,000 plus printing costs will be added if your company decides to have NC REALTORS® print the collateral.

AD TYPE	Size	Annual (12 Months)
Full-Page Brochure/One-Page Insert in Be Epic Packets ¹	Max. size 8.75" x 11.75"	\$1,000
Full-Page Brochure/One-Page Insert in GRI Books ²	Varies	\$1,000

Digital Advertising Rates & Size

SOCIAL MEDIA ADS ³	Size	1 week	2 weeks	3 weeks
NC REALTORS® Facebook Cover Photo ⁴	820px x 312px	\$600	\$1,000	\$1,200
NC REALTORS® Facebook Cover Video (20 – 90 seconds) ⁵	820px x 456px	\$600	\$1,000	\$1,200
NC REALTORS® Facebook Ad/Boosted Ad (hosted on NC REALTORS® page) ⁶	1200px x 630px	\$400	\$600	\$750
NC REALTORS® Closed Group Facebook Ad (price per group) ⁷	1200px x 630px	\$300	\$400	\$525
DIGITAL ADS	Size	3 months	6 months	12 months
Looping Presentation Slide ⁸	1920px x 1080px	N/A	N/A	\$1,500
Commercial Legislative Connection Text Ad	50-word max/link	\$150	\$225	\$400

- ¹ NC REALTORS® Be Epic Packets are mailed to new members every month and are passed out at events. The packets include essential information on member benefits and services provided by NC REALTORS®.
- ² The Graduate REALTOR® Institute (GRI) provides a strong educational foundation for REALTORS® to build their business and stay up-to-date on the latest real estate trends and standards. Books are passed out during classes that are held throughout the year.
- ³ In order for your social media ad(s) to reach more members, NC REALTORS® will pre-approve which week(s) the social media ad(s) will be displayed on Facebook. We will make every attempt to meet your target week(s).
- ⁴ Artwork must be provided by advertiser and approved by NC REALTORS®. NC REALTORS® reserves the right to refuse ad creative and/or copy provided.
- ⁵ Artwork must be provided by advertiser and approved by NC REALTORS®. NC REALTORS® reserves the right to refuse ad creative and/or copy provided.
- ⁶ Artwork must be provided by advertiser and approved by NC REALTORS®. NC REALTORS® reserves the right to refuse ad creative and/or copy provided.
- ⁷ Artwork must be provided by advertiser and approved by NC REALTORS®. NC REALTORS® reserves the right to refuse ad creative and/or copy provided.
- ⁸ The slide will be included in the looping presentation during NC REALTORS® major events and at the NC REALTORS® Headquarters on the lobby flat panel TV.

2019 NC REALTORS® Rate Card: General Guidelines & Policies

DIGITAL FILES

High-resolution PDF files with embedded fonts and artwork requested. Please DO NOT include trim marks or printer marks in the PDF file. Files not supplied in proper format will be corrected at the advertiser's expense or new files requested from the advertiser.

ACCEPTED MEDIA

Files may be submitted via email or file-sharing cloud service.

ARTWORK

All embedded artwork/links, i.e. placed graphics, photographs, logos should be at least 300 dpi at final scale.

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

COPY

Advertisers are solely responsible for submission of copy. The advertiser and/or its agency will indemnify and hold the 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 deleted or destroyed.

2019 NC REALTORS® Insertion Order & Advertising Agreement: Standard Terms & Conditions

NC 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.

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, 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 the 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 the 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

2019 NC REALTORS® Insertion Order & Advertising Agreement: Standard Terms & Conditions Continued

terms set forth. Venue for any judicial proceeding concerning enforcement or any provisions of this contract, including any action of nonpayment, shall be in Guilford County, North Carolina.

Digital Advertising Billing

Pre-payment is required for all digital 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 print or 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 the Publisher responsible for errors that the advertiser failed to identify on the approved advertising proof. In no event shall the Publisher be liable for incidental or consequential damages incurred by advertiser in the event of any error or omission by the 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 the 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 ensure 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 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.