

REALTOR®

REVIEW

Dear Potential RASCW Advertiser:

The REALTOR® Review, the official publication of the REALTORS® Association of South Central Wisconsin and “The Voice for Real Estate in South Central Wisconsin™”, is now being delivered via email (instead of printed and mailed) to the membership as of January 2010. At your request, your ad will be linked to your website as an added benefit to advertising. We are now accepting advertising reservations for the second quarter of 2010. We expect advertising to fill up quickly and is reserved on a first-come first-served basis. We encourage you to return the enclosed contract as soon as possible.

The Association is working toward a complete redesign of our web site. This will potentially change how we disseminate information to the members and potentially create different advertising vehicles for our advertisers. In light of this change, we will only be selling newsletter ad space a quarter at a time for 2010. We are very excited about this project and look forward to sharing the progress with you. Our 2010 advertisers will be the first to hear of any new advertising opportunities.

The REALTOR® Review continues to provide an ideal medium for your business to advertise to a large number of customers and clients who shape the real estate industry in South Central Wisconsin. The circulation of the REALTOR® Review now reaches close to 3,000 current and potential customers, making it an effective vehicle in which to advertise your services.

To ensure your space is reserved, please complete the enclosed contract and return it as soon as possible. You will receive an email to confirm that your contract has been received and let you know if the space you requested is available. If you have any additional questions, please feel free to contact me at: avmcginty@charter.net.

Sincerely,

Ann McGinty

Ann McGinty





2010 Advertising Contract 2nd Quarter



1. Please indicate which ad space you would like to reserve:

Location of Ad	Ad Dimensions (in inches)	Per Issue Cost for: Non-Member / Member
<input type="checkbox"/> Page 2 or 3	4 1/2" wide X 2 1/4" tall	\$136.00 / \$113.25
<input type="checkbox"/> Page 6 or 7	7" wide X 3 1/2" tall	\$181.25 / \$151.25
<input type="checkbox"/> Space Available*	4 1/2" wide X 2 1/4" tall	\$ 70.25 / \$ 58.50

* Space Available ads will run on pages 4,5,6,7 or 8 and only if space permits.

2. Please select which issue(s) you would like your ad to appear in:

ADVERTISING DEADLINE DATE	PUBLICATION DATE
<input type="checkbox"/> April 1	April 8
<input type="checkbox"/> May 6	May 13
<input type="checkbox"/> June 3	June 10

3. Please link my ad:

Your ad can be linked to your website.
Please indicate the website address you would like your ad to link to:

NOTE: All ads must be received before the indicated deadline date and the exact dimensions required as noted above to ensure desired ad placement. Electronic files can be submitted in pdf, eps, tif or jpg format to avmcginty@charter.net. Please understand that ad space is limited and is reserved on a first-come, first-served basis.

4. Please indicate your choice for 2010 advertising

- I will submit an electronic file of the exact dimensions required as noted above prior to the deadline date(s) of the publication(s) I have selected.
(please email ads to avmcginty@charter.net)
- Please have someone contact me to create an ad for myself/company.
- Continue to use ad from previous year.

(over)



2010 Advertising Contract 2nd Quarter



4. Method of payment (check one):

- Payment is enclosed
- Please send me an invoice

(Payment is promised to RASCW no later than one week prior to publication deadline date)

5. Advertiser information

Name of person completing this form: _____

Company Name: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

Email: _____

RASCW Member Name *(if different from person who completed this form)*: _____

Signature of Member: _____

Please return this form to:
RASCW / REALTOR® Review • 4801 Forest Run Road, Suite 101 • Madison, WI 53704-7337
or Fax: 608.240.2801

ADVERTISING CONTRACT TERMS

EDITORIAL POLICY: All ads are limited to items of direct interest and value to the RASCW and its Members as related to the business, products, and services of real estate. Ads will be accepted for real estate related products and services but space shall not be used for advertising properties, buyers or for recruiting personnel. No ads will be accepted that express preference, limitation or discrimination based on race, color, religion, sex, handicap, familial status, national origin, age, marital status or sexual orientation. The RASCW reserves the right to review/approve and reject all copy.

RATE REVISION: The RASCW may revise rates charged for advertising by giving written notice of such intention. The advertiser has the right to terminate this agreement without penalty during a thirty day period after notice has been given to the advertiser. *Rate changes will not affect prepaid advertising.*

PAYMENT: All contracts for time-specific ads must be prepaid. Make checks payable to the REALTORS® Association of South Central Wisconsin. Any added costs relating to advertising that are incurred through the production of the newsletter will be passed-on to the advertiser.

INDEMNIFICATION: Advertiser assumes full and complete responsibility and liability for the nature and content of all advertising copy submitted, printed, published and posted pursuant to this contract, and shall indemnify and hold RASCW, its agents and employees harmless against any and all penalties, demands, claims or liability. The failure of the REALTORS® Association of South Central Wisconsin to insert any advertisement in any issues of the publication shall not be considered a breach of contract nor shall the RASCW be liable for damages therefore.