



## 2011 Advertising Contract for Sponsorship of *Newsline*

The Greater Capital Area Association of REALTORS® (GCAAR) is extending advertising opportunities for its weekly electronic newsletter, *Newsline*.

The undersigned company representative agrees to place an advertisement in the Greater Capital Area Association of REALTORS® electronic newsletters, and by their signature agree to the following:

1. Return full payment and this contract to the address below.
2. Supply the file containing the ad to GCAAR electronically to [arlenetbg@comcast.net](mailto:arlenetbg@comcast.net).
3. **Advertising Policy:** Advertising in *Newsline* is available to GCAAR members and non-members. Ads will be placed in the order of receipt of the reservation and payment. Submission of an advertisement does not constitute an agreement to publish the ad in *Newsline*. All ads are subject to approval, and GCAAR reserves the right to refuse any advertisement, delete objectionable words, phrases or illustrations, or cancel a reservation at any time. Advertiser agrees to indemnify and hold GCAAR harmless from any liability or cost incurred resulting from its advertisement placed in *Newsline*. Inclusion of an ad does not constitute an endorsement by GCAAR. Advertiser assumes responsibility for substantiating the claims made in the ad and for the accuracy of all information contained in the ad. Advertiser agrees to the terms and conditions for advertising in *Newsline*.

(Please print or type)

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

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

Authorizing Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Authorized by: Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Amount enclosed: \$ \_\_\_\_\_ Date: \_\_\_\_\_

Payment method:

Check (Payable to GCAAR)

Check number: \_\_\_\_\_

Visa  MasterCard

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_ **The full cost of the sponsorship MUST be sent with this contract.**

V-Code\*: \_\_\_\_\_ \*V-Code is the last 3 digits on the reverse of the card in the signature panel.

### COST:

|              | <u>Sidebar ad</u> | <u>Banner ad</u> |
|--------------|-------------------|------------------|
| One-time ad: | \$50              | \$175            |
| 4 weeks:     | \$175             | \$400            |
| 6 months:    | \$1,000           | \$2,250          |
| Full year:   | \$1,900           | \$4,250          |



## 2011 *Newsline* Advertisement Specifications

**AFFILIATE MEMBERS ALWAYS ENJOY A 10% DISCOUNT.**

**FORMAT:** JPEG format is ideal. Files can also be in high resolution (300dpi) JPG or GIF. \*Flash animated ads are also acceptable.

**SIZE:** The **banner ad** (top of the page) space is a maximum of 551 pixels wide (7.65 inches) x 96 pixels high (1.25 inches).

A **sidebar tile ad** (along the left-hand column of the page) is a maximum of 119 pixels wide (1.65 inches) x 220 pixels high (3.1 inches).

If you have questions about advertising with GCAAR, or ad specifications, please contact Account Manager, **Arlene Braithwaite** at 410.772.0820 or [arlenetbg@comcast.net](mailto:arlenetbg@comcast.net). All ads will be subject to approval, both in regards to content and style.

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*Send your electronic file and completed reservation form with payment to:*

*Arlene Braithwaite, Account Manager*

*The Braithwaite Group*

*5482 Greathead Court*

*Columbia, MD 21045*

[arlenetbg@comcast.net](mailto:arlenetbg@comcast.net)

410-772-0820

\*Flash animated ads may not appear animated through all e-mail browsers.