

# **River City REALTOR® Advertising Policy**

## **Advertising Costs**

The cost of an ad in the “River City REALTOR®” is \$6.00 per column inch. Individual ads may not exceed the size equal to one half page. The amount of advertising in the newsletter may not exceed 25% of the entire body of content. If maximum is achieved, anyone interested in advertising in the “River City REALTOR®” will be put on a waiting list and will be contacted as space becomes available. The cost to put one flyer in the Newsletter for one month is \$150.00.

## **Billing**

Ads in the “River City REALTOR®” will be billed in advance quarterly. The billing will be mailed during the first week of the quarter. If changes are made to the ad during the quarter, the difference in cost will be reflected on the next quarter’s billing. If payment is not received by the 15<sup>th</sup> of the last month of the quarter, the ad will be pulled. If the newsletter is at its maximum for ads, the first in line on the waiting list will be contacted for ad placement. Once the past due amount is paid, the ad will resume if maximum is not achieved. If advertising is at max, party requesting ad will be put on a waiting list.

## **Discontinue Advertising**

Notice to discontinue advertising in the River City REALTOR® must be in writing. No refunds will be given.

## **File Formats**

Fonts should be embedded in PDFs, and JPGs should be at least 300 dpi at the size they will be printed. Word files and Microsoft Publisher files are not accepted.

## **Reproduction Quality**

LARA cannot assume responsibility for reproduction quality as a result of materials furnished, incomplete, not conforming to specifications or provided in poor condition.

## **Advertising Policy**

The La Crosse Area REALTORS® Association reserves the right to reject or cancel advertising material deemed by LARA “nonconforming” with the guidelines and specifications as outlined above, inconsistent with license law, NAR’s Code of Ethics or other applicable laws. Advertisements refused may include those that are in direct competition with LARA. LARA does not accept political ads.

I have received and read the above River City REALTOR® Advertising Policy.

Company Name: \_\_\_\_\_  
(PLEASE PRINT)

Name \_\_\_\_\_  
(PLEASE PRINT)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(Revised 1/2011)