

# Arlington Board of REALTORS® Advertising Banner Agreement

THIS AGREEMENT, effective, \_\_\_\_\_, 20\_\_\_\_, is between **The Arlington Board of REALTORS® (referred to as ARBOR)** and \_\_\_\_\_ (“Advertiser / Sponsor”).

Advertiser / Sponsor Name: \_\_\_\_\_

Advertiser / Sponsor Address: \_\_\_\_\_

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

Phone: ( ) \_\_\_\_\_ Email Address: \_\_\_\_\_

Advertiser / sponsor’s web site address: \_\_\_\_\_

Is a Link from the Banner Ad to the Sponsor’s Web Site Required?  Yes  No

Does the sponsor need a banner ad created by ARBOR?  Yes  No

## Banner Advertising Specifications:

If the advertiser / sponsor is creating their own banner ad graphic, it must be .gif format. It must be exactly 120 pixels wide by 240 pixels tall or 120 pixels wide X 120 pixels tall, and must be no larger than 100kb in file size.

## Local Advertising Costs:

**120 X 240 Banner on 1 website \$15 per month member or on two websites \$25 per month member**

**120 X 240 Banner on 1 website \$45 per month non member or on two websites \$75 per month non-member**

Please specify which website to place ad  arlingtonrealtor.com  arbori.com  both

Banner Ad Price: \_\_\_\_\_ per month, billed quarterly (3 months at a time)

Art Work Price: \_\_\_\_\_ one-time charge if ARBOR creates banner (\$50)

Applicable Taxes: \_\_\_\_\_

Total Start-up Cost: \_\_\_\_\_

**Payment Terms: Ads are billed quarterly in advance, due on receipt**

**120 X 120 Banner on arlingtonrealtor.com only website : \$95 per month members or \$150 per month non-members**

**Banner will be displayed for 1 calendar month, rates prorated for partial months**

**Circle Month to display Banner: Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec**

Banner Ad Price: \_\_\_\_\_ per month, billed monthly (1 month at a time)

Art Work Price: \_\_\_\_\_ one-time charge if ARBOR creates banner (\$50)(either size)

Applicable Taxes: \_\_\_\_\_

Total Start-up Cost: \_\_\_\_\_

**Payment Terms: Ads are billed and due on receipt**

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This advertising agreement is to be in effect until canceled by either party with written notice (fax,email,letter): Starting on \_\_\_\_\_ . The Ad will run until Can celled by either party. There are no refunds for Ads canceled within a partial billing period.

This agreement is subject to the below terms and conditions.

## TERMS AND CONDITIONS

- 1) **Advertisements** – means the graphic file supplied by an advertising client or created by ARBOR which can be selected by a website visitor as a hyperlink.
- 2) **Advertiser / Sponsor** – means the individual or entity listed on the front page of this agreement.
- 3) **Advertising Rate** – The Rate listed on the front page of this contract.
- 4) **Advertising Space** – means the space reserved on ARBOR’s website .
- 5) **Prices** - All amounts are payable within 30 days from receipt of Invoice.
- 6) **Ad Display Frequency** – all ads are displayed on a rotating basis per page view. Each time the page is displayed the banner ad changes. Frequency may vary due to the number of banner ads Active at the time. ARBOR makes no guarantee to frequency or number of times the ad will be displayed.
- 7) **Right to refuse unacceptable advertising** – ARBOR reserves the right to refuse any advertisement it deems inappropriate or that does not conform to its graphic specifications. All graphics must be within the file size and dimension restrictions listed in this agreement. ARBOR may request changes to any advertisement it deems unacceptable. Such a request may delay or prohibit the display of the ad until changes are made.
- 8) **Start Date** – means the first date the Advertisement appears on the ARBOR website.
- 9) **Changes to advertisement** – after entering into this agreement, the Advertiser / Sponsor may request a change of the advertisement graphic. All changes are the responsibility of the Advertiser / Sponsor and any changes made by ARBOR will be billed at the rate of \$30 per hour. Any requested change to a development must be received in writing.

Signature of Advertiser / Sponsor: \_\_\_\_\_

Signature of ARBOR: \_\_\_\_\_