

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 - If Yes, charge is \$50

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 high and must be no larger than 100kb in file size.

Local Advertising Costs for Rotating Banner Ad:

Member Costs: 120 X 240 Banner on 1-website is \$15 per month or on 2-websites \$25 per month

Non-Member Costs: 120 X 240 Banner on 1-website \$45 per month or on 2-websites \$75 per month

Please specify which website to place ad

arlingtonrealtor.com is the Consumer targeted website arbori.com is the Member targeted website

both

Banner Ad Price: _____ per month. After initial billing, rotating ad is billed quarterly and added to your Dues billing.

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

Applicable Taxes: _____

Total Start-up Cost: _____

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This advertising agreement is to be in effect until cancelled by either party with written notice (fax,email,letter) or non-payment: Starting on _____. The Ad will run until Cancelled by either party. There are no refunds for Ads cancelled within a partial billing period.

Payment Terms: Ads are billed in advance and due on receipt

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 websites.
- 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 views. 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) ARBOR has the 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: _____