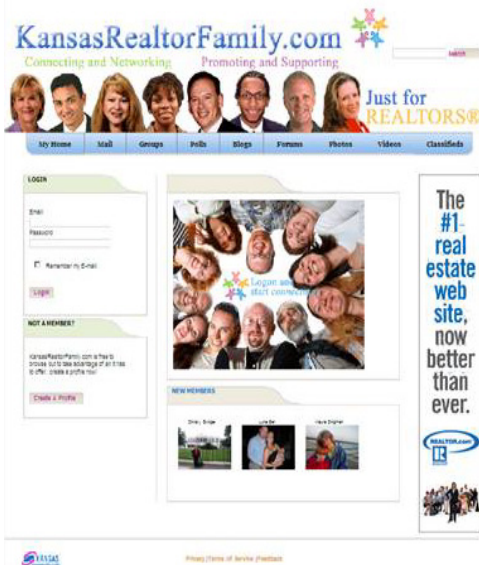
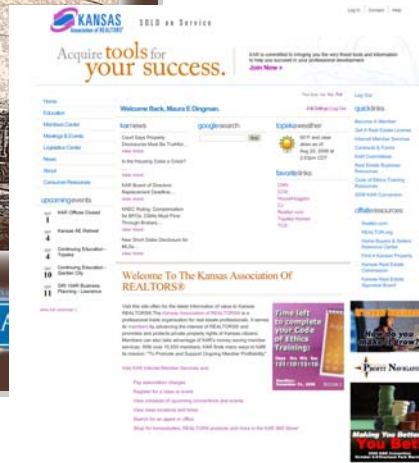
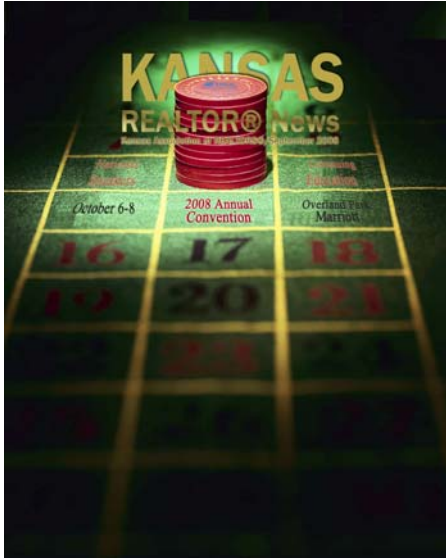


KANSAS REALTOR® News

KansasRealtor.com
KansasRealtorFamily.com

Advertising Rates and Specifications

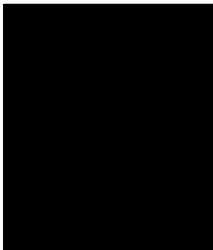


The #1 real estate web site, now better than ever.

- ◆ *Topoka*
- ◆ *Driving Broker Profits*
- ◆ *Driving Broker Profits*
- ◆ *Driving Broker Profits*

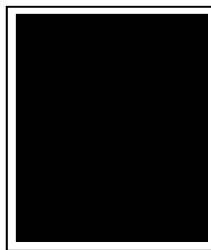
Specifications Mechanical Advertising Specs

Full Page



Full Bleed
8 1/2" x 11"

Full Page



Trim Size
7 1/2" x 10"

2/3 Page



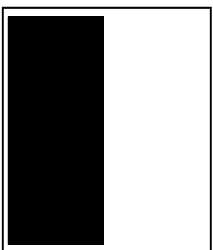
Vertical
4 1/4" x 10"

1/2 Page



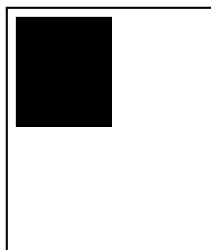
Horizontal
7 1/2" x 5"

1/2 Page



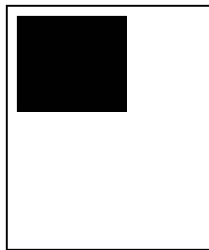
Vertical
3 3/4" x 10"

1/4 Page



Vertical
3 3/4" x 5"

1/4 Page



Horizontal
5" x 3 3/4"

Except for inside front, inside back and half page outside back covers, no advertising position is guaranteed.

The *Kansas REALTOR® News* reserves the right to refuse any advertising that is inconsistent with KAR objectives as indicated in the KAR bylaws and Code of Ethics, or positions taken by the board of directors and their committees. Ads may be denied if the editor deems the ads are offensive, misleading or unprofessional. The *Kansas REALTOR® News* does not accept advertising from competitors offering products, services or schooling similar to those offered by the association.

No political advertising will be accepted.

Additional Ad Design

Ads can be designed by the KAR staff at the rate of \$95/hr. (one hour minimum).

General Rates

(Prices below reflect total costs for the calendar year.)

4 Colors				
Page Size	1 print issue	2 print issues	All issues—2 print and 12 electronic!	12 Electronic Issues Only
1/2 Page Outside Back Cover	\$575	\$900	\$1900	\$1200—Full Color Banner w/link
Inside Front Cover	\$975	\$1700	\$2700	\$1200—Full Color Banner w/link
Inside Back Cover	\$850	\$1450	\$2450	\$1200—Full Color Banner w/link

B&W + 1 Spot Color		Spot color charge \$200		
Page Size	1 print issue	2 print issues	All issues—2 print and 12 electronic!	
Full Page	\$795	\$1340	\$2340	
2/3 Page	\$650	\$1050	\$2050	
1/2 Page	\$525	\$800	\$1800	
1/4 Page	\$425	\$600	\$1600	

Black & White			
Page Size	1 print issue	2 print issues	All issues—2 print and 12 electronic!
Full Page	\$595	\$940	\$1940
2/3 Page	\$450	\$650	\$1650
1/2 Page	\$325	\$400	\$1400
1/4 Page	\$225	\$300	\$1300

SPECIAL RATES

Bleeds—no extra charge for bleeds.

Electronic ads can be purchased one month at a time for \$125 per month. **Electronic banner ad size must be 195X20 pixels, jpg or gif. Banner size must be exact. Electronic ads are posted on KansasRealtor.com and show on all KansasRealtor.com pages in rotation.**

BILLING

Payments must be received for all electronic ads in advance, including electronic/print ad package purchases.

SUBSCRIPTION

\$35 to non-members. Includes electronic version of Kansas REALTOR® news emailed in months of publication.



KansasRealtorFamily.com Ad Contract

Kansas Association of REALTORS®

KAR's online community—just for Kansas REALTORS®!



One Year Contract

- Banner (468X60) Small Leaderboard—\$200 per month
- Banner (728X90) Large Leaderboard—\$225 per month
- Vertical Banner (120X600) Skyscraper—\$300 per month
- Vertical Banner (160X600) Wide Skyscraper—\$350 per month

Payment must be received before ad is loaded on site.
Prices are subject to change until receipt of agreement and payment.

Advertiser _____ Contact _____

Address _____ Phone # _____

City/State/Zip _____ Fax # _____

Company URL _____ Email _____

Payment must be received before ad is loaded onto site.
Make checks payable to Kansas Association of REALTORS®, or complete the following credit card information.

Fee \$ _____ =Amount enclosed _____ Date _____

VISA MC AMEX Discover # _____

Cardholder Name (print) _____

Billing Address _____ Exp. Date _____

Signature _____ I authorize KAR to charge my credit card for the fee above.

Ads purchased after the 15th of any month will run the remainder of that month and the following 12 months.

Specifications & Guidelines:

1. File size may not exceed the specified pixel sizes. Email banner artwork to mdingman@kansasrealtor.com
2. The Kansas Association of REALTORS® reserves the right to reject any banner advertisement for any reason and refund any money paid for that advertisement.
3. This written agreement sets forth the entire agreement between KAR and supersedes all other understandings or agreements, whether written or oral. I acknowledge upon signing this contract that I have read and accept the terms and conditions of this contract. KAR makes no representation as to the number of hits or visits an advertiser may receive from their banner ad. Banner fees are non-refundable.

Authorized signature _____ Date _____

For additional information on online ads, call Maura Dingman at 785-267-3610, X2127.
Mail contract and check to: Kansas Association of REALTORS®, Attn: Maura Dingman
3644 SW Burlingame Rd, Topeka, KS 66611

Ad Agreement

(Updated 10-01-08)

The Kansas Association of REALTORS® (Association) agrees to publish the advertisement of the under-signed advertiser in the *Kansas REALTOR® News*, on *KansasRealtor.com* and/or *KansasRealtor-Family.com* under the following terms and conditions:

1. The Association does not guarantee or agree to place the advertisement in a specific position in the *Kansas REALTOR® News* print issue unless the advertiser reserves either the inside front, inside back or half of outside back covers of its publication. Further, these three positions are reserved solely for color advertisements (inside front and back may be full page color ads and the outside back must be a half page color ad). Advertisers shall not be entitled to any reduction or setoff against the amount it has agreed to pay under this agreement by reason of any failure of the Association to place an advertisement in any specific position in the *Kansas REALTOR® News*, except for the aforementioned positions.
2. All new advertisers shall be required to pay for their first ad in advance of publication. Thereafter, advertiser agrees to pay the Association in full within (30) days of receipt of the Association's invoice for print ads. Electronic ads or electronic/print packages must be paid in advance of publication in conjunction with contract submission.
3. Advertiser also agrees to pay any other costs incurred by the Association related to additional preparation and production expenses for the advertising specified in this agreement. These additional costs include, but are not limited to, costs for changes, artwork and similar production work.
4. Advertiser shall be permitted to change the advertisement for each insertion, provided that all advertisements submitted shall be subject to approval by the Association on or before the closing date for submitting advertising, and provided that this Agreement accompany any proposed advertisement. If the advertiser does not submit changes to its advertisement the Association shall repeat the advertisement of the advertiser which last appeared in the *Kansas REALTOR® News*. Any changes requested by the advertiser to be carried out by the Association shall be billed to the Advertiser. Charges for any changes requested by the advertiser shall be billed in amounts established by the Association.
5. Advertiser shall have the right to cancel this Agreement if it provides notice in writing of cancellation no later than the last date upon which advertising space may be reserved in the next edition of *Kansas REALTOR® News print issue*. In the event that the advertiser requests cancellation after the last date, the advertiser will be required to pay for the insertion as specified in this Agreement, regardless of whether that insertion is included in the *Kansas REALTOR® News* print issue.
6. In the event there is any error in any advertisement published in the *Kansas REALTOR® News print issue* pursuant to this Agreement, the advertiser agrees that its sole remedy for such error shall be publication of a mutually agreed upon retraction or correction in another edition of the *Kansas REALTOR® News*, and the Advertiser hereby waives any and all claims for damages it may have by reason of errors in any advertisement published in the *Kansas REALTOR® News print issue* pursuant to this Agreement.
7. Advertiser agrees to indemnify the Association and hold it harmless from any claims which may be asserted Against it by others by reason of the advertisement published in the *Kansas REALTOR® News*, on *Kansas-Realtor.com* and/or *KansasRealtorFamily.com* pursuant to this Agreement. Indemnification shall include payment of all costs and reasonable attorneys fees expended by the Association in defending any such claim.
8. Advertiser acknowledges that the Association reserves the right to refuse to publish any advertisements submitted by the advertiser which the Association considers detrimental to the goals and objectives of the Association and the Code of Ethics adopted by the Association. The Advertiser acknowledges that the Association shall not accept or publish any advertisement which it deems, in its sole discretion, to be a political advertisement. The advertiser further acknowledges that the Association shall not accept or publish any advertisement which contains the name of the Association or which it deems, in its sole discretion, to imply endorsement by the Association, unless the advertiser represents a program, product or service endorsed by the Association. The *Kansas REALTOR® News*, *KansasRealtor.com* and/or *KansasRealtorFamily.com* does not accept advertising from competitors offering products, services or schooling similar to those offered by the association.

Ad Contract

Issues	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
# of insertions												
Print Ad Size												
Electronic Ad Size												
# of colors												
Total Fee												

Advertiser

Company: _____
 Contact: _____
 Title: _____
 Billing Address: _____

 Phone: _____
 FAX: _____
 Email: _____
 Date: _____
 Signature: _____

Please fill out the indicated boxes above, along with your contact/billing information.

Please send this Agreement to the Kansas Association of REALTORS® (Attention: Maura Dingman) after it has been signed.

After acceptance, it will be signed by the Association and a copy will be returned to you.

ALL ADS ARE DUE TO THE PUBLISHER BY THE FIRST DAY OF THE MONTH, PREVIOUS TO PUBLICATION MONTH.

Please email all ads to: mdingman@kansasrealtor.com

KAR

Contact: _____
 Title: _____
 Date Accepted: _____
 Signature: _____

Maura Dingman
 Director of Member Services
 KAR Advertising/Graphic Design

3644 SW Burlingame Rd.
 Topeka, KS 66611

Phone: 785.267.3610 X2127

Fax: 785.267.1867

Email: mdingman@kansasrealtor.com

Subscription Form

Company: _____
Contact: _____
Title: _____
Billing Address: _____
Phone: _____
FAX: _____
Email: _____
Date: _____

Enclosed is my \$35 check for a one-year subscription (52 electronic and two print issues) to the *Kansas REALTOR® News* magazine.

Payment must accompany all orders. Make checks payable to the Kansas Association of REALTORS®.

Please bill my credit card for the Kansas REALTOR® News.

 VISA MC AMEX DISCOVER

Expiration Date _____

Return to:

Kansas Association of REALTORS®
Kansas REALTOR® News
3644 SW Burlingame Rd.
Topeka, KS 66611

Phone: 785.267.3610, X2127

Fax: 785.267.1867

Email: mdingman@kansasrealtor.com