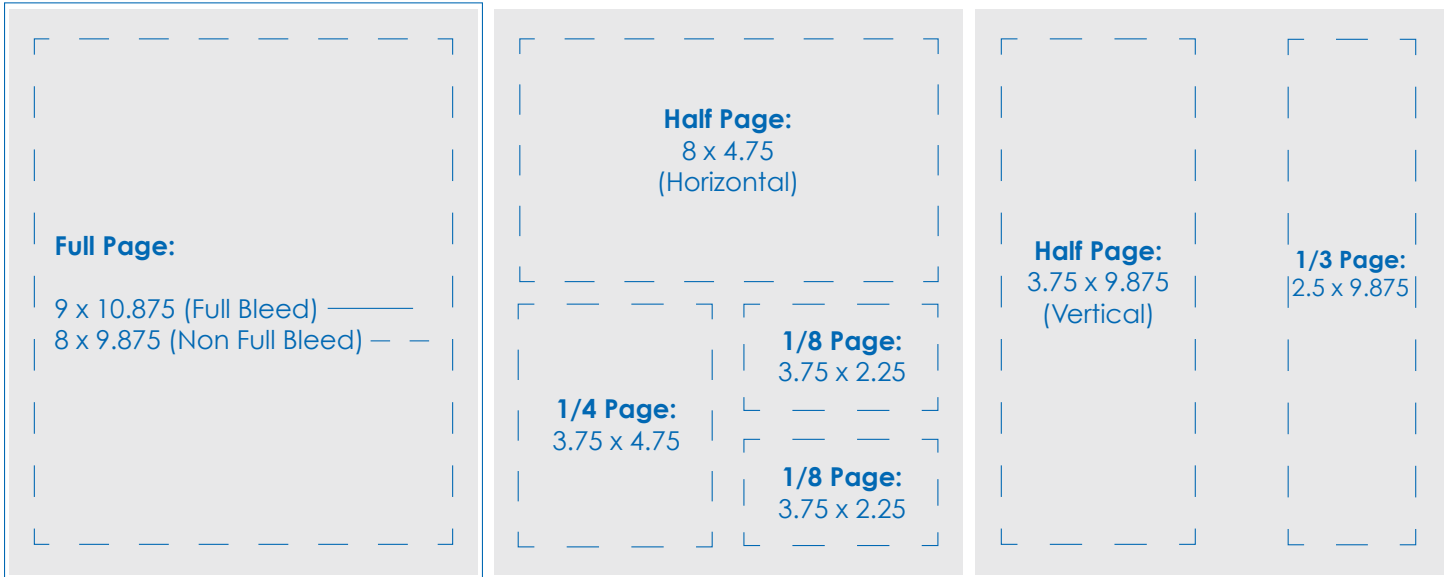


HOUSTON REALTOR[®] MAGAZINE

REACHING MORE THAN 26,000 REAL ESTATE PROFESSIONALS



Print Advertisement Size Specifications

Insertions		1X	3X	6X	12X
Full Page	9" x 10.875" (Full Bleed - Trimmed) • Artwork required: 9.25" x 11.125"	\$1,825	\$1,725	\$1,625	\$1,525
	8" x 9.875" (NON Full Bleed)				
Half Page	8" x 4.75" (Horizontal)	\$1,325	\$1,225	\$1,125	\$1,025
	3.75" x 9.875" (Vertical)				
1/3 Page	2.5" x 9.875"	\$1,100	\$1,000	\$ 900	\$ 800
Quarter Page	3.75" x 4.75"	\$ 975	\$ 875	\$ 775	\$ 675
1/8 Page	3.75" x 2.25"	\$ 675	\$ 575	\$ 475	\$ 375

All artwork files should be submitted in the following:

Full-4 Color Process CMYK, 300 DPI screen resolution, .tif/.jpeg/.eps/.pdf file format, flattened and camera ready, and built to exact dimensions. We DO NOT accept Powerpoint, Pagemaker, or Word documents. We do not recommend the use of web images in your ads. If you have any additional questions, please feel free to contact either Cathy Armstrong (cathy@har.com) or Tracy Dunaway (tracy.dunaway@har.com).

These rates are non-commissionable. Multiple insertion rates are based on consecutive insertions. Specific page reservations require an additional \$400 charge.

ADVERTISING GUIDELINES

- In accordance with TREC regulations and the Real Estate License Act regarding compensation for real estate sales transactions, HAR will not accept ads involving BTSAs statements or compensation statements for sales. Advertisers may advertise drawings or nonspecific benefits to top producers.
- HAR will not publish statements by advertisers which may disparage other real estate companies or that may use copyrighted real estate company names without the company's authorization.
- HAR makes no testament to the qualifications of the businesses advertising in the *HOUSTON REALTOR*[®] magazine publication. Questions regarding professional standards by advertising should be reviewed with the Better Business Bureau at (713) 868-9500.
- HAR will not accept or print advertising organization that has an outstanding unpaid account for previous ad submissions.
- HAR reserves the right to reject any advertisement and refund any money paid for that advertisement.

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Today's Date	
Company	
Contact	
Agency (if applicable)	
Agency E-mail	
Art Contact	
Art Phone #	
Ad Size	
Number of Insertions	
Start Issue	
Additional Info	
Billing Contact	
Billing Address	
Billing Phone	
Billing E-mail	
Total Contract Amount	

- The HAR *HOUSTON REALTOR*[®] is a 68-page monthly publication delivered directly to 26,000 real estate professionals in greater Houston. There are certain guidelines to follow when advertising in the *HOUSTON REALTOR*[®].
- **All multiple insertion discounts are based on consecutive insertions.** In the event that the agreed number of insertions is not completed by the advertiser, the advertiser will be billed for any advertisements that have already run at the 1X rate for each insertion. If that payment is not received within 30 days, the advertiser agrees that it will be financially liable for the cost of the full number of insertions agreed here at the rate agreed here, regardless of whether new art is provided.
- All copy and advertising materials are due in our office by the **1st of each month** prior the cover date. In the absence of new art, *HOUSTON REALTOR*[®] will rerun the previous ad.
- All ads must have a signed contract order before they will run.
- The HOUSTON ASSOCIATION OF REALTORS[®] reserves the right to reject any advertisement and refund any money paid for that advertisement.

Payment is due for the first and last ad before initial publication to:

HOUSTON REALTOR[®]
HOUSTON ASSOCIATION OF REALTORS[®]
Attn: Emi Lee Norris
3693 Southwest Fwy.
Houston, TX 77027-7597

I agree to the above terms and understand that verbal agreements are non-binding.

Authorized Signature	
Name/Title	
Date	



EMI LEE NORRIS, ACCOUNT EXECUTIVE
 HOUSTON ASSOCIATION OF REALTORS[®]
 (713) 629-1900 EXT. 204