

NEFAR.com Advertising Agreement

Full Ad Term Payment is Required Prior to Ad Placement

- \$400 per month - 12 month ad term / \$4,800
- \$500 per month - six month ad term / \$3,000
- \$600 per month - one through five months ad term
- \$250 per week - for less than one month ad term

Prorations or refunds are not available for cancelled or unused advertising terms.

RATES ARE FOR PLACEMENT READY ADS; ADD \$250 FOR AD DESIGN. AD AND/OR URL TO WHICH AD POINTS MAY BE CHANGED ONCE PER MONTH AT NO EXTRA CHARGE; \$100 FOR EACH ADDITIONAL CHANGE. PROFESSIONALLY DESIGNED ADS ONLY!

Technical Specs and More

- Ad size: 300 pixels wide X 250 pixels height
- Create ads at minimum 96 dpi resolution. Maximum file size: 1.5 mg. No audio.
- Formats: static jpeg, static gif, animated gif.
- Ads are subject to NEFAR approval. NEFAR reserves the right to reject any ad.
- Placement / Weighting: All ads are weighted equally and rotate equally among island ad spots throughout range of site (both public and members-only sections) to receive the same level of exposure. Priority placement is not available.

TIP: MAXIMIZE YOUR RESULTS BY USING “CLICK HERE” OR OTHER CALL-TO-ACTION LANGUAGE IN YOUR AD.

Questions? NEFAR Communications Director Melanie Green 904-394-9139

Send completed Ad Agreement with payment, and digital ad to MGreen@NEFAR.org or NEFAR, attention Melanie Green, 7801 Deercreek Club Rd., Jacksonville, FL 32256

PLEASE CLEARLY PRINT ALL INFORMATION OTHER THAN SIGNATURE

Advertiser _____
Advertiser Contact (print) _____
Signature of Advertiser Contact _____
Telephone _____
Email _____
URL To Which Ad Should Link _____

Advertising Options 12 Months - \$4,800 Six Months - \$3,000
 One through Five Months - \$600 per month \$Weekly - \$250 per week

Check for \$ _____ enclosed (make payable to NEFAR).
Credit Card # _____ Expiration Date _____
Credit Card Billing Address (required) _____
Cardholder Name (print) _____
Cardholder Signature _____

PAYMENTS MADE BY CREDIT CARD WILL APPEAR ON YOUR STATEMENT AS REALTOR E-COMMERCE NETWORK.

THIS AGREEMENT CONSTITUTES THE ENTIRE UNDERSTANDING AND AGREEMENT BETWEEN NEFAR AND THE ADVERTISER AND SUPERSEDES ANY AND ALL PRIOR OR CONTEMPORANEOUS ORAL OR WRITTEN REPRESENTATION, UNDERSTANDING, AGREEMENT OR COMMUNICATION. NEITHER PARTY IS RELYING UPON ANY WARRANTIES, REPRESENTATIONS, ASSURANCES OR INDUCEMENTS NOT EXPRESSLY SET FORTH HEREIN.

Why Advertise On NEFAR.com?

NEFAR.com is the **only website** that includes a consumer property search **and** an open house search **and** the detailed, private - Northeast Florida Multiple Listing Service members only - property search, plus:

- ▶ NEFAR's exclusive Northeast Florida monthly and annual market statistics reports
- ▶ consumer resources, including a mortgage calculator and a massive glossary of real estate terminology
- ▶ insider NEFAR, as well as state and national, Realtor association news
- ▶ the only complete calendar of NEFAR meetings, events and education courses (including online education)
- ▶ NEFAR member forms
- ▶ a Photo Gallery of NEFAR events and activities
- ▶ a variety of videos
- ▶ and much more!



**This is the actual size of a
NEFAR.com island ad:
300 X 250 pixels.**

Increased Exposure For Your Brand

- ▶ Reach the 40,000+ visitors per month (average) to NEFAR.com that search for homes, consult the latest real estate market statistics, get insider Realtor association news, conduct NEFAR member business, and much more.

Extensive Visibility

- ▶ NEFAR.com island ads run range of site, meaning your ad rotates through multiple pages in both the public and members-only sections, including a premium, fixed spot near on the home page.
- ▶ NEFAR.com is visited by NEFAR's roughly 8,000 Realtor and affiliate / business partner members, plus related industry professionals, home builders, consumers searching for a home or open house, real estate investors, media outlets, elected officials, and more.

Expand Your Message

- ▶ Adding online advertising with consistent messaging to your target audience(s) increases the quantity of your customer touch points and reinforces your print or other advertising, while also increasing consumer awareness of your brand.

Flexibility To Meet Your Needs

- ▶ NEFAR ads are available in terms to meet every need: annual, six month, one through five months, and weekly (less than one month). If you want to build awareness for your business for a year, promote a new community for six months, tout company programs or campaigns for three months, spread the word for a month leading up to an event, or highlight outstanding performance or team recognition with an announcement for a couple of weeks, we've got you covered!

Advertising Inquiries: Melanie Green 904-394-9139