



HOUSTON REALTOR®

Today's Date _____

Advertising Organization _____

E-mail Address* _____

Web site URL* _____

Agency (if applicable) _____

Agency E-mail* _____

Art Contact _____

Art Phone# _____

Size of Ad _____ Color

Number of Insertions _____ Start Date: _____

Additional Info. _____

Invoice and Tear Sheet to: _____

Street

City

State, Zip

Billing Contact _____

Billing Phone # _____

Billing Fax # _____

Total Contract Amount _____

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

The HAR *Houston REALTOR*® is a 40-page monthly publication delivered directly to 29,000 REALTORS® 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** previous the cover date. In the absence of new art, *Houston REALTOR*® will rerun the previous ad.

• All ads **must** have a signed insertion order before they will be run.

• A color print out must accompany the file for proofing purposes.

• The *Houston REALTOR*® is printed at 150 – line screen using four color process ink. Please convert any Pantone or spot colors to their process equivalent.

• Please provide a Mac formatted CD for color ads. **Acceptable programs are Quark Xpress, Photoshop, or Illustrator.** You may also e-mail a PDF to cathy@har.com. Please contact Cathy Armstrong at (713) 629-1900 ext. 292 or cathy@har.com for any questions regarding art.

• **The Houston Association of REALTORS® reserves the right to reject any advertisement and refund any money paid for that advertisement.**

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

Authorized Signature

Name/Title

Date



Questions? Please contact:
Emi Lee Norris
(713) 629-1900 ext. 204
Fax: (713) 961-4869
emilee@har.com

HOUSTON REALTOR®

Reaching more than 29,000 Real Estate Professionals

Four-Color Process Rates

		1x	3x	6x	12x
	Full Page* 10.25" x 12.50"	\$1,825	\$1,725	\$1,625	\$1,525
	Half Page (hor. or vert.) 10.25" x 6.25" or 5" x 12.50"	\$1,325	\$1,225	\$1,125	\$1,025
	Quarter Page 5" x 6.25"	\$975	\$875	\$775	\$675
	1/8 Page 5" x 3.125"	\$675	\$575	\$475	\$375

These rates are non-commissionable. Multiple insertion rates are based on **consecutive insertions**.

* Reservation of the back page is an additional charge of \$400 per insertion.

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 BTSA 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 advertisers should be reviewed with the Better Business Bureau at (713) 868-9500.
- HAR will not accept or print advertising for any 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.



Emi Lee Norris
Houston Association of REALTORS®
(713) 629-1900 ext. 204