

# Jacksonmihomes.com Banner Advertising Kit

## AN INTRODUCTION TO [www.jacksonmihomes.com](http://www.jacksonmihomes.com) BANNER ADVERTISING:

Jackson Area Association of REALTORS® is committed to offering exceptional marketing opportunities that make advertising on the Internet highly effective. This detailed packages was designed to offer access to a targeted audience while maximizing your advertising budget.

### BANNERS:

Currently, rectangular banners are the only advertising units available on our site at this time. Banners on **www.JacksonMIHomes.com** are excellent for grabbing attention and building awareness for your business.

### SPECIFICATIONS:

- Top or Bottom Banner, 468x60
- Maximum File Size: 12k
- Format: JPEG or GIF (animated GIF's acceptable)
- No looping limit, but minimum of 3 second delay between frames
- Must include live linking URL and alt-text (55 characters maximum including spaces)
- Border: If a border is not already incorporated into the creative, a border size of 1 or 2 may be added and subject to the url/link colors of the page the banner appears.

### BASE BANNER AD RATES (per month):

Affiliate rep	\$ 25.00
Affiliate company	\$ 50.00
Member Service company	\$ 75.00
REALTOR Member	\$ 50.00
REALTOR Member Office	\$ 100.00
REALTOR Corporate Office	\$ 200.00
Non-Member REALTOR	\$ 250.00
Non-Member REALTOR office	\$ 300.00

### SUBMISSIONS:

- E-mail – Send files to [Nikki@JacksonMIHomes.com](mailto:Nikki@JacksonMIHomes.com)
- On the Web – Place the files on a web page and mail the page to [Nikki@JacksonMIHomes.com](mailto:Nikki@JacksonMIHomes.com). We will pick them up from your site.
- Snail Mail – Mail a disk with the files (must be a CD). Mail to Nikki Pickett at Jackson Area Association of REALTORS®, 505 S. Jackson Street, Jackson, MI 49203

### TERMS AND CONDITIONS FOR ONLINE ADVERTISING:

1. Jackson Area Association of REALTORS® reserves the right to edit revise, or reject any listing, advertisement or other content (collectively "advertising" or "advertisement") for any reason.
2. Jackson Area Association of REALTORS® shall not have liability whatsoever by reason of error for which they may be responsible in any advertisement beyond liability to give the advertiser or advertising agency credit for so much of the space occupied by the advertisement as is materially affected by the error; and its obligation to give such credit shall not apply unless it is notified of the inaccuracy within 48 hours following the posting error.
3. Jackson Area Association of REALTORS® does not guarantee any given level of circulation, distribution, reach or readership for an advertisement.

4. The advertiser and advertising agency jointly and severally assume liability for all content (including text representation, illustrations, updates and links to other internet content) of advertisements published and also assumes responsibility for any claims arising there from made against Jackson Area Association of REALTORS®.
5. All advertising copy that may be mistaken by a reader as news, feature or other non-advertising materials must be clearly marked "advertisement".
6. Jackson Area Association of REALTORS® shall be under no liability for its failure for any cause to publish an advertisement.
7. Advertiser retains ownership of all advertising in the form delivered to Jackson Area Association of REALTORS®, and any existing trade and service marks of advertiser.
8. Payment for banner advertising is due prior to the posting. In the event a six-month contract is executed, Advertisers have the option to be invoiced by Jackson Area Association of REALTORS® or debit the advertisers credit card. If any credit card transaction is not approved for any reason, such account shall be deemed delinquent. When any part of an account for advertising becomes delinquent, then the entire amount owed shall become due and payable and Jackson Area Association of REALTORS® may refuse to publish any advertising.
9. Jackson Area Association of REALTORS® shall not be liable to the advertiser for any technical malfunction, computer error or loss of data or other injury, damage or disruption to advertisements or web sites or the service.
10. All banner ads are subject to review of the Technology Resources Committee and the JAAR Board of Directors. The JAAR Board of Directors meets the third Wednesday of the month. Rates and fees are subject to change.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Product / Service Description: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ URL: \_\_\_\_\_

Banner Ad Title: \_\_\_\_\_ Format: \_\_\_\_\_

Preferred Billing Method (check or credit card): \_\_\_\_\_

Credit Card No. (if credit card billing): \_\_\_\_\_ Exp. \_\_\_\_\_

Term of banner ad (minimum of 1 month / maximum of 6 months): \_\_\_\_\_

Method of Submission: \_\_\_\_\_

Acknowledged and Accepted by:

\_\_\_\_\_  
Advertiser

\_\_\_\_\_  
Jackson Area Association of REALTORS®