



# NCCBOR.com & NCCBOR E-News Advertising Rate Card

Revised, June 2011

**NCCBOR.com & NCCBOR News™** E-mail Newsletter are the official publications of the New Castle County Board of REALTORS®. Our website and weekly E-Newsletter are read by over 2,000 REALTOR® and Affiliate members, making it an ideal advertising vehicle for reaching all professionals active in the real estate industry. **Make an impact.**

### Copy Approval

All ad copy is subject to approval by the publisher. No contract, insertion order or copy change will be accepted without written confirmation. The publisher assumes no responsibility and will not be held liable for any statements appearing in advertising. It is assumed by the publisher that all pictures, names and endorsements submitted by the advertiser are covered by written consent.

### Terms & Conditions

The publisher reserves the right to reject or cancel any advertising that does not conform to the standards or policies of the website and/or electronic publication. The publisher does not accept ads for recruiting agents; selling property; leasing office space or equipment; seeking or offering employment; or promoting or endorsing political candidates.

### Deadlines

Space reservation deadline for online ads is the 25th, with camera-ready art due by the 1st. If dates fall on a weekend or holiday, deadlines will be on the following business day. As space is limited, placement is on a first-come, first-served basis.

### Online Ads

Advertisers must sign an insertion order for all ads placed (see page 2). All advertising will be billed on a per month basis. An advertiser may cancel the agreement, but will be charged at a corresponding rate for the number of months fulfilled. All cancellations must be made in writing prior to the space reservation closing date. The publisher

reserves the right to revise any rates, terms and conditions of this rate card with notice of 30 days.

### Online Ad Mechanical Requirements

Online ads must be submitted electronically in .jpg format, online quality (at least 72 dpi). Flash animation is prohibited. Ads may be submitted on disk or via e-mail.

### Online Ad Sizes (horizontal only)

Column — 190 pixels wide x 120 pixels deep  
 Web Banner — 635 pixels wide x 120 pixels deep  
 E-News Banner — 560 pixels wide x 120 pixels deep

### Ad Rates

**Members of the New Castle County Board of REALTORS® receive a 10% discount.**

An advertising agreement must be signed in advance to receive these discounts. Rates listed are per month.

Monthly	
<b>Website Ads</b>	
Column	\$300
Banner	\$600
<b>E-Newsletter Ads (3-4 times per month)</b>	
Column	\$300
Banner	\$600

### Payment

Payments are due in full 30 days from invoice date and made payable to New Castle County Board of REALTORS®.

### Need Help With Ad Design & Production

Please contact Warren McKenna to provide a quote for ad design, messaging, and production.  
 warren@wmdesigngroup.com 312-396-4141

### Contact

Linda Merry  
 New Castle County Board of REALTORS®  
 3615 Miller Rd - Wilmington, DE 19802  
 (302) 762-4800 x114  
 Lmerry@nccbor.com

**Web Banner** — 635 pixels wide x 120 pixels deep, horizontal only. Price \$600/month.  
**Web Column** — 190 pixels wide x 120 pixels deep, horizontal only. Price \$300/month.



[Find a REALTOR®](#) | [For Consumers](#) | [Find an Affiliate](#) | [NAR | DAR | TREND](#)

MY ACCOUNT
ABOUT
EDUCATION
SERVICES
EVENTS
NEWS
JOIN
CONTACT



***NCCBOR Wants to Know***  
*Take Our Survey on Social Media. We are looking for best practices, industry leaders, and people that make NCCBOR a unique asset to our community.*

1

2

3

4

5

6

**TESTIMONIALS**

*"NCCBOR offers the best value for services to its members in the tri-county area."*  
 - Cassandra C.



**DELAWARE'S LEADING-EDGE REAL ESTATE SETTLEMENT LAW FIRM**

PROVEN EXPERTISE | LEADING-EDGE TECHNOLOGY | PROFESSIONALS

> [wardtaylor.com](http://wardtaylor.com)

**NEWS CENTRAL**

**Do You Know Someone Who is Conscientiousness and Intelligent? Is It You?**  
 The NCCBOR Nominating Committee is accepting Leadership applications for 2012. Deadline is Tuesday July 12. Make a difference and Get Involved! 

**IDX Change**

**EVENTS**

**Announcing Brian Buffini's - Success Seminar August 25th**  
 Sponsored by Wells Fargo Home Mortgage and Hosted BY NCCBOR at the Doubletree Hotel Wilmington. Close More Sales & Win in This New Era of Real Estate. REGISTER TODAY! 

**SPOTLIGHT**

**New NCCBOR Identity**  
 NCCBOR - Total Resource Have you seen our new logo and tag line? We are committed to being the Total Resource. For you!

**Looking to Learn More About How Social Media Can Help Your Business?**  
 NCCBOR is looking to invite 35 interested Members to a Social

**MEMBER LOGIN**

**LOGIN**

Forget ID or Password? Trouble? Click Here for IMS

**POLL QUESTION**

Which social media you're using and why? What are you accomplishing? Thanks for helping us be the Total Resource for you!

Take Our Survey!

**FOLLOW US**






**COOCH AND TAYLOR P.A.**  
 ATTORNEYS AT LAW SINCE 1960









# NEW CASTLE COUNTY BOARD OF REALTORS®

Total Resource.®

**E-Newsletter Banner** — 560 pixels wide x 120 pixels deep, horizontal only. Price \$600/month.  
**E-Newsletter Column** — 190 pixels wide x 120 pixels deep, horizontal only. Price \$300/month.

NCCBOR.COM »



## NCCBOR NEWS

Empowering REALTORS® and Partners to Succeed for 85 Years.



### DELAWARE'S LEADING-EDGE REAL ESTATE SETTLEMENT LAW FIRM.

**PROVEN EXPERTISE  
LEADING-EDGE TECHNOLOGY  
PROFESSIONALS**

[wardtaylor.com](http://wardtaylor.com)

Dear << Test First Name >>,



#### SHOWCASE 2011 – Registration Is Open!

Let's get you signed up for our big, big, big March 15th event! Did we say big? We meant HUGE.

Here's how Members can register: Login at [www.nccbor.com](http://www.nccbor.com), go to the Events tab – NCCBOR Calendar – March – SHOWCASE 2011 Start Here. Make sure you have your pop-up blocker disabled. Hover over March 15th pop-up box and click Register Now – That takes you to the Members Services Menu. Click on SHOWCASE Reg Open Click Here - that takes you to a new page. Hit the SHOWCASE 2011 Start Here (Event SHOW11) and follow the prompts to register and then pick a class or two. When you complete the process there will be a confirmation email sent to your address on file. Start here, [www.nccbor.com](http://www.nccbor.com). No confirmation email...no registration!



Looking to see and be seen by the more than 1,600 NCCBOR REALTORS®? Sign up to be an Exhibitor at SHOWCASE 2011. Just click here for all the info and reservation forms. Hurry, SPACE IS LIMITED. »

#### Fees, Fees, Fees.

Have you made your membership renewal payment for 2011? Those members not in good standing as of Feb 28th will lose their NCCBOR rights and privileges. NCCBOR is the only REALTOR® Association in the Mid Atlantic that offers their members FREE CE. Payments can be made by logging onto [www.nccbor.com](http://www.nccbor.com) and viewing your account. Outstanding dues are displayed in your member profile. Renew today and avoid the extra fees... »

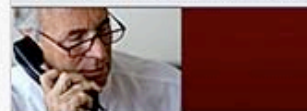
ISSUE 05 | FEB 18, 2011

Get Some **FREE** Advice.  
Check out The Advisor from Allen Insurance Group for February-March 2011.  
[More »](#)

New Castle County Council  
Monthly Meeting Schedule,  
Agendas, and Minutes.  
Links to each ordinance  
and resolution on Council's  
Agenda are now available  
[More »](#)



COOCH AND TAYLOR P.A.  
ATTORNEYS AT LAW SINCE 1960





NCCBOR.com & NCCBOR E-News  
**Advertising Agreement**  
Revised, June 2011

Are you a member of New Castle County Board of REALTORS<sup>®</sup>?  Yes  No  
(NCCBOR Members receive a 10% discount on their ad)

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

Company Representative \_\_\_\_\_

Mailing Address \_\_\_\_\_

Billing Address (if different from above) \_\_\_\_\_

E-mail \_\_\_\_\_ Website \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

This non-binding Advertising Agreement may be revoked at any time, for any reason, by either party.  
Cancellations must be in writing and are due by the 15th of the month.

Signature of Company Representative  
\_\_\_\_\_

Signature of NCCBOR Representative  
\_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_

**INSERTION ORDER**

**Ad Size**

- Web/E-Newsletter Column — 190 pixels wide x 120 pixels deep, horizontal only. Price \$300/month.
- Web Banner — 635 pixels wide x 120 pixels deep, horizontal only. Price \$600/month.
- E-Newsletter Banner — 560 pixels wide x 120 pixels deep, horizontal only. Price \$600/month.

**Website Months of Insertion(s)**

- January  February  March  April  May  June
- July  August  September  October  November  December

**E-Newsletter Months of Insertion(s)**

- January  February  March  April  May  June
- July  August  September  October  November  December

Number of Insertions \_\_\_\_\_ Price per Insertion \_\_\_\_\_ Total Amount Due \_\_\_\_\_

**Payment Options**

- Check enclosed (made payable to New Castle County Board of REALTORS<sup>®</sup>)
- Bill my:  AMEX  Discover  MasterCard  VISA Credit Card # \_\_\_\_\_

Exp. Date: \_\_\_\_\_ 3-Digit Security Code on Back \_\_\_\_\_ Authorized Signature \_\_\_\_\_