



Frederick County Association of REALTORS®, Inc. (FCAR)

2018 Online Newsletter Advertising

The FCAR newsletter is a weekly online publication focused on real estate news in Frederick, Maryland. FCAR members are REALTORS® and affiliate professionals who are committed to improving all facets of the real estate industry. The FCAR newsletter is available online at www.fcar.org and is emailed to all FCAR members on a weekly basis. Advertising in our newsletter may include live links to your website.

Business Card Advertisements: We have two premium business card ad locations on the top right sidebar of the newsletter. These advertisements will appear on the top of every page. Additional business card advertisements are available at a lower cost and are randomly rotated from page to page.

Banner Ads: Banner Ads are available. A banner means your ad will run at the top of a page. Banner ads are randomly rotated.

Advertising Costs (FCAR Member Rates):

Business Cards Ad – Sidebar – \$175/month or \$1,750/year

Banner Ads (limit 3) – Top of Page - \$250/month or \$2,500/year

Advertising Policies:

1. The FCAR Voice does not accept advertisements from brokerage firms and does not accept advertisements for the sale or rental of property.
2. The FCAR Voice reserves the right to decline any advertisement it finds objectionable or inappropriate.
3. Advertiser is responsible for submitting artwork to FCAR's Communications Director Karen Highland. Artwork should be sent to Karen at communications@fcar.org.

Specs:

- Business Card Advertisements - images should be a *minimum* of 500 pixels wide (they can be resized for the blog)
- Banner Advertisements - images should be a minimum of 600 pixels wide x 150 (or similar ratio)
- Gif or jpg files produce the best online results.



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Yes, I want to advertise in the *FCAR Voice!*

Company Name: _____

Contact Person: _____

Address: _____

Phone: _____

Email: _____

For Months Covering: (Circle those that apply)

Full Year

Jan	Feb	March	April	May	June
July	August	Sept	Oct	Nov	Dec

Return this form with payment to: FCAR – Attn: Newsletter Advertising
478 Prospect Blvd. Frederick, MD 21701
or scan and email to steve@fcar.org

Payment Information:

Amount: _____

Method of Payment Check # _____

Credit Card VISA OR MASTERCARD

Account # _____ / _____ / _____ / _____ Expiration: _____ CVV Code _____

Signature: _____