

2024 ELEVATE MAGAZINE DIGITAL ADVERTISING MEDIA KIT

ELEVATE is the official digital Magazine of REALTOR® Association of Sarasota and Manatee (RASM). ELEVATE Magazine is a digital publication distributed to all 9,000+ RASM members via email. The Magazine is also shared on all RASM Social Media outlets, as well as the RASM website, www.myrasm.com. The publication consistently features valuable content geared toward the needs of today's Realtor®.



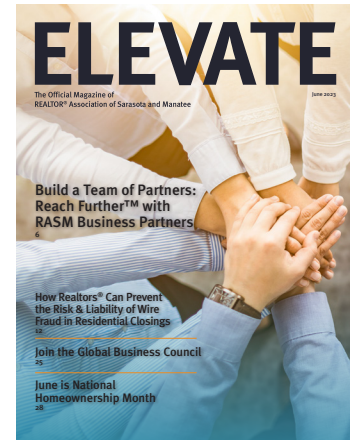
REALTOR® ASSOCIATION
of Sarasota and Manatee
Reach Further.™

DIGITAL EXPOSURE INCLUDES:

- Digital email distribution to all 9,000+ RASM Realtor® and Business Partner members.
- Direct links to social media – announcing the monthly Magazine and highlighting feature articles.
- Prime visibility on RASM's social media channels, such as Facebook, Instagram, and LinkedIn, and regularly highlighting articles.
- Regular display in RASM's weekly RASM Up email newsletter, distributed to all members.

TERMS & SPECIFICATIONS:

- Advertisers supply all ads and must be at least 300 dpi.
- Advertisements will be repeated monthly when new copy is not received by the art deadline.
- RASM reserves the right to deny any ad.
- RASM does not adhere to any outside terms or conditions - we do not sign insertion orders.
- Space deadline is the 10th of the month; Art deadline is the 15th of the month.
- All display ad rates are monthly; invoices are emailed on the 15th of each month.
- No self-promotion/recruitment advertising will be accepted from real estate agents or brokers.
- No cancellations will be accepted after the space confirmation deadline.
- RASM Members receive a 10% off the listed price. An additional 5% discount is available for RASM members who choose to pre-pay for six months or more. (Prices below do not reflect discounts.)



ADVERTISING SIZES & RATES:

Size	1 time	3 time	6 time	12 time
Double-page spread: 17.25" by 11.25" or 5,175 px by 3,375 px at 300 DPI	\$1,425	\$1,280	\$1,160	\$1,000
Full page: 8.5" by 10.875" or 2,550 px by 3,263 px at 300 DPI	\$900	\$810	\$720	\$630
Half page (horizontal only): 7.3" by 4.5" or 2,190 px by 1,350 px at 300 DPI	\$550	\$500	\$450	\$400
Quarter page (vertical only): 3.5" by 4.8" or 1,050 px by 1,440 px at 300 DPI	\$325	\$300	\$275	\$250
Business Card page (horizontal only): 2" by 3.5" or 600 px by 1,050 px at 300 DPI	\$99	\$95	\$85	\$75

By signing, I agree to all terms and conditions listed on this page.

Advertiser Signature: _____ Date: _____

AD SUBMISSION DEADLINES

Full resolution ads must be received by the tenth business day of the month prior to issue date. Materials arriving after the deadline will not be published until the next issue. Space is limited. All ad placement is subject to space availability.

DISTRIBUTION

While ELEVATE will provide email distribution of an accepted Ad to the existing members, REALTORS®, and Business Partners, at the time the advertisement is published, there is no guaranteed minimum or qualified distribution number, and vendor acknowledges same.

WARRANTIES AND INDEMNITY

Advertiser and Agency jointly and severally represent and warrant that each advertisement submitted by it for publication in ELEVATE contains no copy, illustrations, photographs, text or other content that may result in any claim against ELEVATE or RASM. Advertiser and Agency jointly and severally shall indemnify and hold harmless ELEVATE and RASM, including its employees, officers, directors, representatives, agents and affiliates, from and against any damages and related expenses (including attorneys' fees) arising from the content of advertisements, including, but not limited to, claims of invasion of privacy, unauthorized use of names or photos of living persons, trademark infringement, copyright infringement, libel, and misrepresentation.

RETURN ON INVESTMENT

Advertiser acknowledges that many variables determine whether business is generated from the placement of an advertisement with ELEVATE and that ELEVATE provides no promise, guarantee or warranty that said ad will generate any future business for Advertiser.

LIMITATION OF LIABILITY

ELEVATE is not liable to Advertiser or its agency for delay or default in performance or completion of Services under the Ad Order or these terms, if caused by conditions beyond its control, including but not limited to, an act of God, accident, fire, strike, terrorism, governmental authority, telecommunications or network failure, electrical outages or failure of the Internet. The liability of ELEVATE for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the ad space affected by the error. In no event shall ELEVATE or RASM be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

AD ACCEPTANCE POLICIES

The RASM is dedicated to producing a high-quality magazine for its 9,000+ REALTOR® members and 500+ Business Partner Members. ELEVATE reserves the right to reject any advertisement that conflicts with its principles and standards. ELEVATE reserves the right to require proof that an advertisement is not defamatory, libelous, fraudulent, misleading, deceptive, false or obtained in violation of the proprietary or equal opportunity rights of any person. All graphics, logos and content must be owned or licensed by the advertiser. ELEVATE will not accept real estate company recruitment or "image" advertisements, or advertisements it deems in poor taste or objectionable to its members. The advertising of products or services in ELEVATE shall not constitute approval or endorsement of those products or services by ELEVATE or RASM. All advertising is subject to the approval of the Chief Executive Officer of RASM.

PAYMENT TERMS

Invoices will be sent on or about the 15th day of each month via email and must be paid to RASM within 10 days upon receipt. If payment is not made within 10 days of receipt, the account will accrue interest until paid at the rate of 18% per annum and a late fee of \$25 will be charged every month there is an unpaid balance. If payment is not received during the term of a multi-month contract, then future ads will not be placed in the magazine until such payment of all applicable interest, late fees, and balance due are received. All payments on the account shall be applied in the following manner: first to interest, then to the late fees, then to attorney's fees, if applicable, and then to the ad charge or balance due. In addition, the advertiser will be fully responsible for any costs incurred for action taken on the account to include attorney's fees and court costs. Any legal action for collection shall take place in Sarasota County and Florida law shall govern.

MEMBER DISCOUNTS

Members of the REALTOR® Association of Sarasota and Manatee (RASM) receive a 10 percent discount on ad rates, except where otherwise indicated. Rates are not commissionable. All rates are net. For advertising contracts of six months or more, advertisers receive a 5% pre-payment discount when full payment of the entire contact amount is received prior to the first appearance of an advertisement. Member's pre-pay discount will be calculated on the total after their member discount is taken.

MISCELLANEOUS

Advertiser or its agency may not assign or transfer, in whole or in part, any of the rights and obligations under this Ad Order. These Terms, together with the Ad Order, shall be governed and construed in accordance with the laws of the State of Florida. The parties agree to submit to the exclusive jurisdiction of the state with respect to any legal proceeding arising out of the Ad Order or Terms. ELEVATE, at any time during the term of this Agreement, and at its sole discretion, may make changes to the Ad Order and/or Terms of this agreement. All changes to the Ad Agreement will be communicated to the client within thirty (30) days.

By signing below, I have read and agree to all terms and conditions listed on this page.

Advertiser Signature: _____ Date: _____

ELEVATE DIGITAL MAGAZINE ADVERTISING AGREEMENT

By signing below, I have read and agree to all terms and conditions throughout.

Advertiser Signature: _____ Date: _____

Print Name: _____

RASM Signature: _____ Date: _____

Print Name: Jeffrey Arakelian

Please complete the information below, and email to Beth@myrasm.com or Fax to (941) 952-3401.

Advertiser Name: _____ Date: _____

Advertiser Address: _____

Advertiser Contact Person: _____

Email Address: _____

Phone: _____ Fax: _____

Are you a RASM Member? Yes No

Advertising/Public Relations Agency. If applicable, list complete contact information:

Credit Card Type (required to remain on file): _____

Cardholder Name (as shown on card): _____

Credit Card Number _____

Expiration Date (mm/yy): _____

Cardholder ZIP Code (from credit card billing address): _____

I, _____ authorize RASM to charge my credit card above for the agreed upon advertising rates per this agreement unless previous arrangements have been made. I understand that my information will be saved to file for future transactions on my account.

Cardholder name: _____ Cardholder signature: _____ Date: _____

Ad Information:

Ad Size: _____

Start Month & Year: _____ End Month & Year: _____

Price Per Month: _____ Frequency: _____

MAGAZINE CONTACT INFORMATION:

ELEVATE Magazine advertising inquires: Beth@myrasm.com

ELEVATE Magazine invoice and payment questions: Tiffany@myrasm.com

RASM Membership questions: Jessica@myrasm.com



REALTOR® ASSOCIATION
of Sarasota and Manatee
Reach Further.™