



BETTER AGENTS ♦ BETTER COMMUNITIES
SAINT PAUL AREA ASSOCIATION OF REALTORS®

Advertising Policy

Advertising refers to any paid form of electronic, printed, video or audible material communicating a product and/or service to members of SPAAR.

Advertising is accepted from members with the exception of agent recruiting or brokerage “institutional” ads (i.e., advertising from member brokers, their agents, or national real estate franchises that promotes office or sales staff achievements or attempts to recruit or attract staff or sales associates). SPAAR also does not accept political advertisements.

SPAAR reserves the right to refuse any advertisement unless the advertising copy and all of its components (including illustrations, claims, photos, etc.) have first been reviewed and accepted by SPAAR Communications staff and/or Executive Officer.

Advertisers shall comply with all applicable state and federal laws, rules and regulations. All advertisements shall contain accurate claims and representations, fully state factual material and shall not misrepresent facts or create misleading impressions. Advertising shall comply with the U.S. Antitrust law and Federal Trade Commission truth-in-advertising rules; i.e., advertising must be truthful and non-deceptive; advertisers must have evidence to back up their claims; and advertisements cannot be unfair. All advertising shall be clearly identifiable as such and will be distinguishable from editorial content.

SPAAR reserves the right to edit and/or deny any advertising it deems to be inconsistent with SPAAR’s mission and/or policies. In case of amendment, the advertiser has the right to terminate the contract upon the date of change without penalty. In addition, SPAAR has the right to limit advertising based on number of advertisement requests.

SPAAR’s acceptance of advertising is not a recommendation, endorsement or guarantee of any product or service advertised. The advertiser waives all claims against SPAAR in relation to inaccurate or inconsistent advertising. SPAAR assumes no financial responsibility for typographical errors or omissions in advertising beyond the cost of the space occupied by the error.

If an advertising contract and payment is not received before the advertising deadline, the advertisement will not be published.

Paying for an advertisement to appear in SPAAR communications signals that the advertiser has read and accepts the terms and conditions of this advertising policy and rates.

SPAAR, in its sole discretion, will interpret and enforce this policy and reserves the right to change this policy and advertising pricing at any time without notice.



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2023 Ad Requirement

Platforms and Deadlines

eNews

The eNews is published each Monday. Should a holiday fall on a Monday, the publication may be distributed the next business day. Ads need to be submitted two weeks prior to the publication date. Advertisements will be labeled as such within eNews. Published every week and distributed to all members, you will receive excellent exposure to the 8,000+ SPAAR members.

Social Media

Social Post must be turned in two weeks prior to week posted. Ad will be scheduled within SPAAR content calendar, and post will be accompanied by #ad at the end of the caption. Content will be posted on main social networks: Facebook, Instagram, and LinkedIn. As of November 2022, combined social media following across SPAAR's Facebook, Instagram, and LinkedIn is 5,670 people and growing.

Ad Graphic Specifications

eNews

- Header ad 1200x400 pixels
- Square ad 250x250 pixels
- Rectangle ad 300x250 pixels

Social Post

- 1080x1080 pixels

Send graphics as jpg, png or any other PC-compatible image format. Artwork can be linked to your company's URL. Video linked ads must be approved by SPAAR.

If the advertiser wishes to have SPAAR design advertisement, a charge of \$200 will be added to the total balance. Price includes two proofs; additional fees may be charged for additional proofs.



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2023 Rates Sheet

Rates

eNews

Price Per Ad

- Header Ad: \$200
- Square Ad: \$100
- Rectangle Ad: \$100

Social

Price Per Ad

- One Post: \$50 (Price covers one post across Facebook, Instagram, and LinkedIn)

Advertisements cannot run for more than twelve weeks.

See the SPAAR Advertising Contract for complete terms and conditions.



Advertising Contract

Advertiser Information

Advertiser/Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Select an advertising option and complete corresponding section below:

E--Newsletter

Social Media

Start Date _____ eNews Ad Size (if applicable) _____

URL Address for image to link to: _____

Payment method (check or credit card)

Check _____

Credit card: Visa _____ MC _____ Discover _____ AMEX _____

Name as it appears on card _____

Credit card # _____ Exp. Date: _____

CVV Code: _____ Amount: _____

Signature: _____

By signing below, you agree to comply with all of the conditions of this contract. Space is not reserved until a signed copy of this contract and payment in full is received by the Saint Paul Area Association of REALTORS®. Your signature also warrants that you have read the SPAAR Advertising Policy and agree to the terms and conditions and that you have the full power and authority to sign for the advertiser named in this agreement.

Signature _____ Date _____



Affiliate Benefits and Promotional Opportunities

Does your network need a lift? Make the right connections with the Saint Paul Area Association of REALTORS'® 7,300+ REALTOR® members and 330+ Affiliate Members. With more than 130 years of experience, SPAAR knows how to connect you with the right players in the field to grow your business.

Affiliate members play a vital role in the Association, a role that is becoming increasingly more active.

Benefits of Affiliate Membership

- Company name and phone number listed in our Affiliate Directory
- Inclusion in our robust online Find an Affiliate search
- Opportunity to create an online profile with photo and personal information
- Current Membership Rosters available at your request (no emails)
- Subscription to the SPAAR e-newsletter
- Share your expertise – submit articles for publication through SPAAR's various communication channels
- Opportunity to network and form relationships with REALTOR® Members
- Access to Electronic Superkeys, if eligible
- Involvement in the Affiliate Committee and Networking Events

Promotional Opportunities:

- Sponsorship opportunities
 - Annual Inaugural Celebration (Winter Social)
 - Charity Golf Events
 - Wine & Dine
 - Cheers for Charity
 - Biggest Tuesday Sales Meeting Ever
 - Metro YPN Summer Sports Outing
- Other Various Networking Opportunities
 - Affiliate Mixers and Appreciation Night
- Advertising
 - SPAAR Newsletter and Social Media advertising*

*SPAAR promotes events held at SPAAR offices or SPAAR co-hosted events for free.