

# 2023 R.O.I. Kit

## REAL OPPORTUNITIES FOR IMPACT



CONNECT  
WITH **57,000**  
NC REALTORS®

SPONSOR  
EXHIBIT  
ADVERTISE

### WHO WE ARE

#### ■■ INFLUENTIAL ■■

NC REALTORS® is the 6th largest REALTOR® association in the nation and one of the largest and most influential trade associations in the state.

#### ■■ COMPREHENSIVE ■■

Our members are involved in residential and commercial real estate and include brokers, agents, developers, builders, property managers, appraisers and auctioneers.

#### ■■ DEDICATED ■■

We're dedicated to providing the opportunity and resources members need to be successful.



#### CONTACT

**Keri Epps-Rashad**

Director of Business Development

[kepps-rashad@ncrealtors.org](mailto:kepps-rashad@ncrealtors.org)

336-217-1049

# Boost Your Business with an NC REALTORS® Annual Sponsorship

NC REALTORS®  
SPONSORS  
BENEFIT FROM  
YEAR-ROUND  
EXPOSURE &  
EXCLUSIVE PERKS

**THERE'S NO BETTER WAY TO GET YOUR COMPANY'S NAME AND PRODUCTS IN FRONT OF NORTH CAROLINA REAL ESTATE DECISION MAKERS THAN THROUGH A COMPREHENSIVE, YEAR-ROUND SPONSORSHIP PACKAGE.**

NC REALTORS® sponsors benefit from extraordinary exposure to over 57,000 NC REALTORS®. From face-to-face interaction in the Expo to repeated coverage in print and electronic media and priority exposure to new marketing opportunities, NC REALTORS® sponsors have VIP access to reach REALTORS® in North Carolina.

By becoming an NC REALTORS® sponsor, you will increase your organization's visibility and reach your target audience who has buying power to impact your bottom line with influence to their expansive personal and professional networks.

Sponsorships can be customized to fit your marketing needs. Explore the chart on the next page to see which sponsorship level best assists your organization in exceeding its goals. Become an NC REALTORS® annual sponsor today!



**EXCLUSIVE Annual Sponsorship Benefits & Privileges**

<b>ELECTRONIC MEDIA &amp; PRINT PUBLICATION</b>	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>	<b>Diamond</b>
Print advertising in Insight (plus additional discount on purchased ads) <sup>1</sup>		✓	✓	✓
Sponsorship listing and website link on NC REALTORS® sponsor web page	no logo, company name only	✓	✓	✓
Sponsor recognition in the Annual Sponsor Ad in Insight	✓	✓	✓	✓
Exposure on NC REALTORS® social media outlets	✓	✓	✓	✓
<b>ANNUAL CONVENTION &amp; EXPO</b>	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>	<b>Diamond</b>
Banner at NC REALTORS® Convention (to be provided by sponsor)				✓
Exclusive sponsorship of NC REALTORS® session at Convention				✓
Mailing list of Convention attendees (emails not provided)			✓	✓
Advertising space in Convention program <sup>2</sup>		✓	✓	✓
Sponsorship recognition and website link on Convention web page	✓	✓	✓	✓
Official sponsor sign to hang in your booth at Convention	✓	✓	✓	✓
Complimentary 10' x 10' booth(s) at annual Convention <sup>3</sup>	✓	✓	✓	✓
Sponsor logo in Convention program	✓	✓	✓	✓
<b>OTHER ANNUAL MEETINGS &amp; EVENTS</b>	<b>Silver</b>	<b>Gold</b>	<b>Platinum</b>	<b>Diamond</b>
Opportunity to display materials at major NC REALTORS® events <sup>4</sup>		✓	✓	✓
Sponsorship recognition on the Annual Sponsor Banner displayed at NC REALTORS® meetings denoting status	no logo, company name only	✓	✓	✓
Sponsor recognition in Inaugural program	✓	✓	✓	✓
<b>TOTAL</b>	<b>\$3,000</b>	<b>\$4,500</b>	<b>\$8,000</b>	<b>\$13,000</b>

<sup>1</sup> Diamond: 3, full-page ads on inside cover, back cover or other premium placement; Platinum: 2, full-page ads; Gold: 1, full-page ad

<sup>2</sup> Diamond: Full-page ad on inside cover, back cover or other premium placement; Platinum: Full-page ad; Gold: Half-page ad

<sup>3</sup> Diamond: Receive 2 booths & 25% discount on additional booths; Platinum: Receive 1 booth & 10% discount on additional booths

<sup>4</sup> Based on whether the events are held in-person. The NC REALTORS® major events include the Vision Quest/Winter Leadership Meetings, the Legislative Meetings, and the Convention & Expo; Diamond: 2 events; Platinum: 2 events; Gold: 1 event

# NC REALTORS® Sponsorship Agreement Form

Please email completed form to Keri Epps-Rashad at [kepps-rashad@ncrealtors.org](mailto:kepps-rashad@ncrealtors.org).

Organization \_\_\_\_\_

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

Contact Person \_\_\_\_\_

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

Date \_\_\_\_\_

## ANNUAL SPONSORSHIP OPPORTUNITIES

Please check the sponsorship level your organization is interested in.

SILVER (\$3,000)    GOLD (\$4,500)    PLATINUM (\$8,000)    DIAMOND (\$13,000)

### METHOD OF PAYMENT

Check (Payable to NC REALTORS®. Mail to NC REALTORS®, 4511 Weybridge Lane, Greensboro, NC 27407)

Visa    MasterCard®    American Express

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Authorized Amount \_\_\_\_\_ 3-Digit Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## APPLICATION

Application for an NC REALTORS® premier sponsorship must be made on the form provided by NC REALTORS®, which reserves the right, in its sole discretion for any reason, to accept or reject a potential sponsor or to cancel a sponsorship. If an existing sponsorship is canceled, a prorated portion of the sponsorship fee will be refunded based on the date of cancellation.

## PAYMENT

**Full payment is due on or before January 1 of sponsorship year.** An additional administrative charge of \$250 will be due on payments received later than March 29 of sponsorship year. Applicants will not be entitled to sponsorship benefits until full payment has been received.

## NATURE OF RELATIONSHIP

Acceptance by NC REALTORS® of an application for a premier sponsorship shall neither entitle the sponsor to an exclusive sponsorship arrangement with respect to any service or product offered by sponsor, nor constitute an endorsement of any service or product offered by sponsor.

# Meeting Sponsorship Opportunities

**NC REALTORS® PROVIDES NUMEROUS OPPORTUNITIES TO INTERACT WITH INDUSTRY LEADERS, BROKERS, ASSOCIATION EXECUTIVES AND MORE AT OUR ANNUAL EVENTS.**

Contact Keri Epps-Rashad at [kepps-rashad@ncrealtors.org](mailto:kepps-rashad@ncrealtors.org) for sponsorship details.

## VISION QUEST/WINTER LEADERSHIP MEETINGS

**January 23 – 27, 2023**

**Embassy Suites Charlotte-Concord Golf Resort and Spa • Concord, NC**

This comprehensive, leadership program is targeted toward some of the brightest, energetic minds in NC's real estate industry. REALTORS® take part in the Vision Quest/Winter Leadership Meetings because they are getting ready to take on future leadership roles on a local association's board or committee. Don't miss the chance to have company exposure with current and future N.C. real estate industry leaders.

## CE AT SEA CRUISE

**February 5 – 12, 2023 • Eastern Caribbean**

Set sail with NC REALTORS® for our CE at Sea international cruise. Your company will be in front of 50-plus North Carolina real estate decision-makers for an entire week of learning and adventure on the high seas. All sponsors receive visibility on banners, printed materials and recognition during one reception.

## LEGISLATIVE MEETINGS

**March 27 – 29, 2023 • Sheraton Raleigh Hotel • Raleigh, NC**

REALTORS® from across the state to join together to show a unified voice for the real estate industry in North Carolina. Attendees are the who's who and consist of REALTOR® leaders from state and local boards, committee members, brokers and Association Executives. Estimated attendance is over 300.

## REGIONAL ASSOCIATION EXECUTIVES CONFERENCE

**July 15 – 18, 2023 • The Main (Hilton) • Norfolk, VA**

This education-packed event brings together association executives from North Carolina and Georgia. Connect with over 150 influential association executives and association department heads at this three-day education and networking event.

## STATE OF REAL ESTATE & NC REALTORS® COMMITTEE MEETINGS

**September 12 – 14, 2023 • Virtual**

The State of Real Estate conference will feature a line-up of dynamic experts providing insightful presentations about the state of real estate. Where do things stand with tackling the housing affordability and availability issue in North Carolina? What does the state of real estate look like when you drill down to the local level? Join us for this half-day event, and find out these answers and more.

## REGION 4 REALTORS® CONFERENCE & EXPO

**October 16 – 19, 2023 • Savannah, GA**

Our largest and most popular event of the year aims to inspire, motivate and educate REALTORS® from across Region 4. This is a wonderful opportunity for exhibitors and conference sponsors to meet face-to-face and do business with top real estate leaders in Kentucky, North Carolina, South Carolina and Tennessee.

# Save the Date

# Exhibit at Convention

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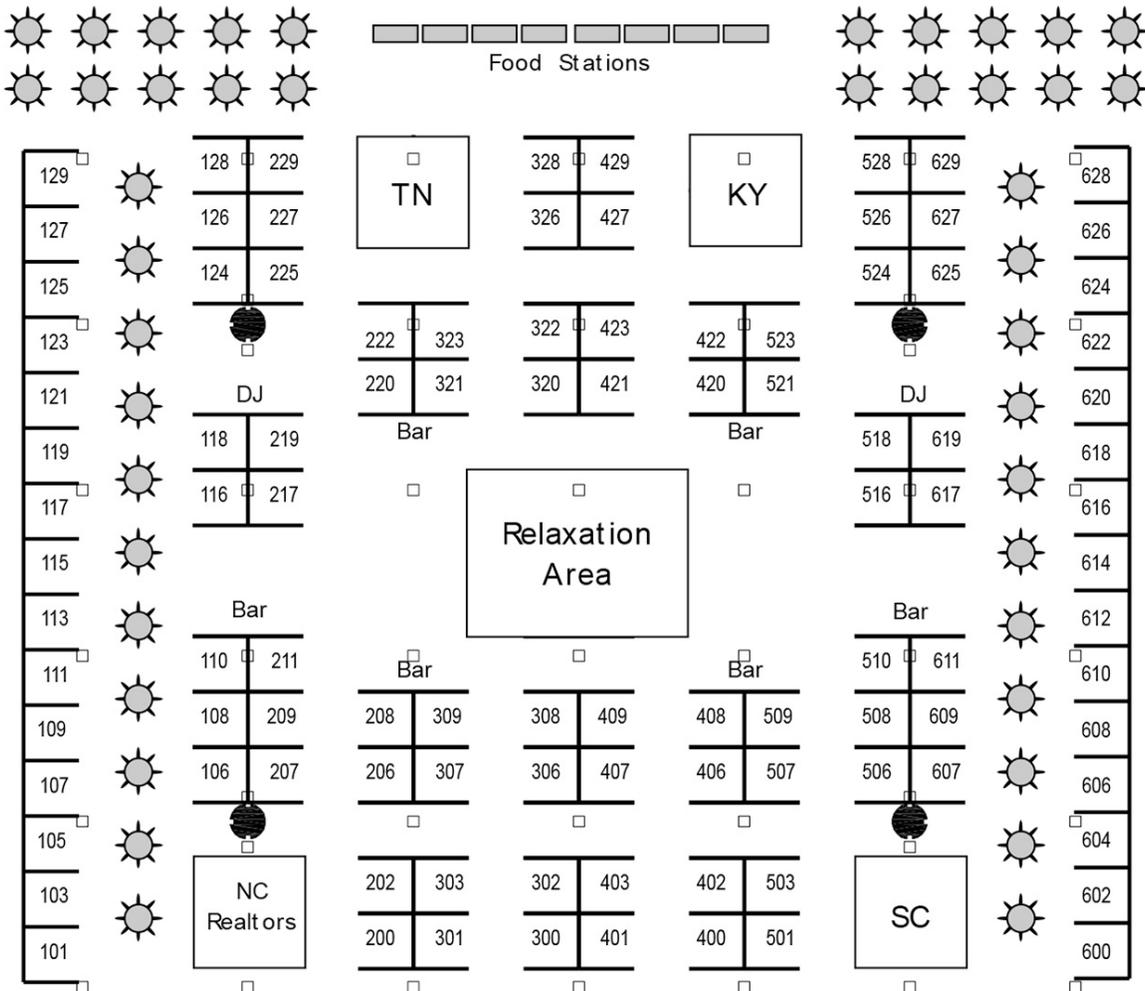


KY • NC • SC • TN

REGION 4 REALTORS®  
CONFERENCE & EXPO

**Expo Dates:** Monday, October 16 and Tuesday, October 17

**Cost:** \$1,800 per booth

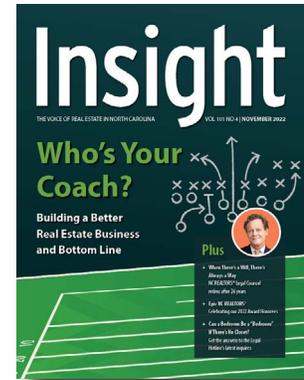
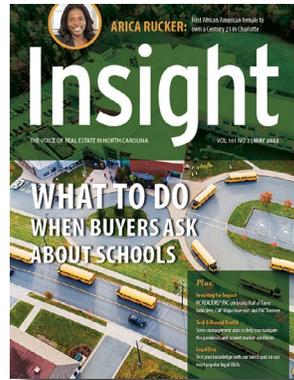


Reach 57,000 NC REALTORS®

# Print & Digital Advertising

NC REALTORS®  
ADVERTISERS  
BENEFIT FROM  
EXPOSURE  
STATEWIDE 24-7

REACH NC REALTORS® 24 HOURS A DAY, 7 DAYS A WEEK  
THROUGH OUR PRINT AND DIGITAL ADVERTISING OFFERINGS.



## INSIGHT MAGAZINE

Insight, NC REALTORS®' quarterly print and electronic magazine, is mailed directly to over 57,000 REALTORS® from across the state and is available 24/7 on NC REALTORS®' website, social media and on mobile devices. The goal of Insight is to serve our advertisers and readers through eye-catching design, creative photography and feature articles on the people, events and trends that shape the real estate industry. Digital Insight ads link directly to your website, bringing the traffic to you.

## DIGITAL PLACEMENT

There are multiple opportunities throughout the year for advertisers to reach our members through digital vehicles, which will reach thousands of members annually. From inclusion in videos to looping presentations displayed during our events across the state, digital placement is a high-profile advertising experience that associates your brand with NC REALTORS® in-person and high-tech audiences.



# NC REALTORS® Rate Card & Specifications: Insight Magazine Ads & Digital Ads

## Insight Print & Digital Advertising

Insight, our full-color magazine, is printed and mailed quarterly to over 57,000 NC REALTORS® members and affiliates. It is also available online. Contact us today to reserve a package that is right for you. All rates are net. All rates include free color. Call for special pricing on custom ads, inserts, reply cards, etc.

**Publication trim size: 8.375" x 10.875"**. All full-bleed ads must have an 1/8" bleed (0.125") extended on all four sides (see final size column below). Please send Insight ads as a high-quality PDF WITHOUT trims marks and WITHOUT printer marks.

AD TYPE	Final Size	1 Issue	2 Issues	3 Issues	4 Issues
Quarter-Page Ad – Vertical (NO Bleed)	3.5" x 4.75"	☐\$1,200	☐\$1,100 each	☐\$1,000 each	☐\$900 each
Half-Page Ad – Horizontal (NO Bleed)	7.25" x 4.75"	☐\$1,650	☐\$1,500 each	☐\$1,400 each	☐\$1,250 each
Full-Page Ad (With Full-Bleed)	8.625" x 11.125"	☐\$2,000	☐\$1,950 each	☐\$1,850 each	☐\$1,700 each
Inside Front Cover Ad (With Full-Bleed)	8.625" x 11.125"	☐\$3,500	☐\$3,000 each	☐\$2,500 each	☐\$2,500 each
Inside Back Cover Ad (With Full-Bleed)	8.625" x 11.125"	☐\$3,200	☐\$2,800 each	☐\$2,200 each	☐\$2,200 each
Back Cover Ad (With Full-Bleed)	8.625" x 11.125"	☐\$3,300	☐\$2,900 each	☐\$2,300 each	☐\$2,000 each

## Insight Editorial Calendar

ISSUE	AD SPACE CLOSE	MATERIALS DUE	MAIL DATE
<b>February 2023</b>	Monday, 11/14/22	Monday, 12/12/22	Monday, 01/30/23
<b>May 2023</b>	Monday, 02/13/23	Monday, 03/13/23	Monday, 04/24/23
<b>August 2023*</b>	Monday, 05/15/23	Monday, 06/12/23	Monday, 07/31/23
<b>November 2023</b>	Monday, 08/14/23	Monday, 09/11/23	Monday, 10/30/23

\*Bonus distribution at the NC REALTORS® Convention & Expo

Frequency and distribution of Insight may evolve or change without notice to advertisers or sponsors to remain current and best meet the needs of our members and publics. NC REALTORS® makes no guarantees or claims in terms of advertiser conversions, reach, impressions, clicks, or other quantifiable return on your advertising investment.

## Digital Advertising Rates & Size

DIGITAL AD	Size	NC REALTORS® Major Events
Looping Presentation Slide	1920 px x 1080 px	☐\$1,500

INSIGHT MAGAZINE, DIGITAL AND WEB ADVERTISING

# NC REALTORS® Insertion Order & Advertising Agreement

Please email completed form to Keri Epps-Rashad at [kepps-rashad@ncrealtors.org](mailto:kepps-rashad@ncrealtors.org).

Name of Advertiser \_\_\_\_\_

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

Contact Person \_\_\_\_\_

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

Creative Services Notes

Total Cost \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_

*I understand that I am bound by the guidelines, deadlines and rates published on the Insight and Web Advertising Rate Card And Specifications and by the terms and conditions stated in this insertion order.*

**METHOD OF PAYMENT**

Check (Payable to NC REALTORS®. Mail to NC REALTORS®, 4511 Weybridge Lane, Greensboro, NC 27407)

Visa    MasterCard®    American Express

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Authorized Amount \_\_\_\_\_ 3-Digit Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Card Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

# NC REALTORS® Rate Card: General Guidelines & Policies

## DIGITAL FILES

High-resolution PDF files with embedded fonts and artwork requested. Please DO NOT include trim marks or printer marks in the PDF file. Files not supplied in proper format will be corrected at the advertiser's expense or new files requested from the advertiser.

## ACCEPTED MEDIA

Files may be submitted via email or file-sharing cloud service.

## ARTWORK

All embedded artwork/links, i.e. placed graphics, photographs, logos should be at least 300 dpi at final scale.

## RATES

All rates are non-commissionable and are based on artwork being provided ready for publication. Rates are subject to change with 60 days written notice. Advertising ordered at frequency discount rates and not earned within a 12-month period will be rebilled at the earned rate.

## PRODUCTION CHARGES

Ad creation, typesetting, composition, and artwork will be done as needed and charged to the client. Clients will have production charges quoted on an individual basis.

## PROOFS TO ADVERTISERS

Ads prepared from artwork will be solely at the advertiser's risk unless sufficient time is allowed to furnish proofs for approval. When PDF proof is required, artwork must be in the hands of the publisher two weeks preceding the ad space deadline.

## COPY

Advertisers are solely responsible for submission of copy. The advertiser and/or its agency will indemnify and hold the Publisher harmless from and against any loss resulting from claims or suits for defamation, libel, violation of privacy, plagiarism, copyright infringement or any other cause. Publisher reserves the right to reject any advertising. Publisher shall own all advertising for which it has provided design and/or copywriting services.

## PLACEMENT

Higher contracted frequency takes precedence on placement. However, premium positions will be guaranteed at the quoted rate, space permitting.

## STORING OF MATERIALS

All final advertising files will be stored for six months and then deleted or destroyed.

# NC REALTORS® Insertion Order & Advertising Agreement: Standard Terms & Conditions Continued

this Agreement or to enforce this agreement pursuant to the terms set forth. Venue for any judicial proceeding concerning enforcement or any provisions of this contract, including any action of nonpayment, shall be in Guilford County, North Carolina.

## Digital Advertising Billing

Pre-payment is required for all digital advertisement placement.

## Cancellations

Cancellations must be in writing and are not considered accepted until confirmed by the Publisher. There is a \$500 cancellation fee for cancellations of ads less than 30 days prior to the ad space/copy deadline of the issue in which the ad is scheduled to run. The advertiser is responsible for the full amount of the ad for cancellations after the ad space/copy deadline has passed. In addition to any applicable fees for late cancellations, there is a \$500 fee for cancellation of multiple ads.

## Errors and Omissions

In the event of an error or omission of advertising copy or an advertisement for any reason, it is the advertiser's responsibility to notify the Publisher, in writing and within seven days after delivery of print or electronic magazine. Publisher's liability will not exceed the return of revenue for the ad space. Any adjustments will be based on percentage of ad or message affected. Publisher is not responsible for errors in key numbers, nor is the Publisher responsible for errors that the advertiser failed to identify on the approved advertising proof. In no event shall the Publisher be liable for incidental or consequential damages incurred by advertiser in the event of any error or omission by the Publisher.

## Performance

Publisher shall not be held responsible for damages for failure to circulate any issue or for delays distributing said issue. The advertiser shall be entitled to a complete refund of monies paid if the Publisher fails to distribute the issue covered by this Agreement. No discount of advertisers monies shall be paid for delays

beyond the Publisher's control, including delays caused by production and distribution. Performance by the Publisher shall be contingent upon availability of materials and labor, and no interruption by acts of God/nature, riots, warfare, government laws or regulations, vendor delays, and/or conditions beyond the Publisher's control. In no event shall Publisher be liable for incidental or consequential damages incurred by the advertiser for failure to distribute or the delay in distributing an issue.

## Miscellaneous

The Publisher may assign its rights, duties, and other obligations under this agreement to any corporation or other entity that becomes the publisher of the contracted publication. This Agreement shall be binding upon and shall ensure to the benefit of the successors and assigns of the advertiser. In the event that the advertiser ceases to exist or operate then this Agreement will terminate as of said date, except that in the event the principal(s) of the advertiser thereafter continue to engage in the commerce in substantially the same form as before dissolution, this Agreement shall remain in effect and shall be binding upon the successor to the advertiser.

This Agreement shall terminate after the last insertion, as set forth in this Agreement, is published provided that the Publisher may terminate this Agreement at any time if it ceases to publish the contracted publication.

This Agreement sets forth the entire agreement between the parties hereto and shall be construed under the laws of the state of North Carolina. Any waiver by the Publisher of any breach of this Agreement by the advertiser, or any default in payment by the advertiser, shall not be construed as a waiver of any prior or subsequent breach or default of the same or any other provision of this Agreement.

## Severability

In case any one or more of the provisions of this Agreement or any application thereof shall be invalid, illegal or unenforceable in any respect, the validity, legality and enforceability of the remaining provisions contained herein and any other application thereof shall not in any way be affected or impaired thereby.

# NC REALTORS® Insertion Order & Advertising Agreement: Standard Terms & Conditions

NC REALTORS®, with its principal office at 4511 Weybridge Lane, Greensboro, North Carolina (hereafter called the Publisher), reserves the right to approve all advertising copy and the right to reject any advertisement that is contracted for placement in Insight. All Insertion Order & Advertising Agreements are subject to acceptance by the Publisher, and upon such acceptance, without further notice to the customer, the Insertion Order & Advertising Agreement becomes valid and is governed by the laws of North Carolina.

## Advertising Policy

The Publisher will not be bound by conditions on other contracts or insertion orders that may be in conflict with the provisions of this contract. All advertisement instructions must be submitted on the Insight Insertion Order & Advertising Agreement. The Publisher reserves the right to amend or revise rates, terms and conditions of this agreement upon 60 days written notice. If said amendments are not acceptable to the advertiser, the advertiser may, by written notice to the Publisher prior to the effective date of the amendments, cancel its advertising contract, upon payment of any outstanding invoices. If frequency discount is not earned because of cancellation, advertiser agrees to pay difference between frequency rate paid and frequency rate earned.

## Ad Materials Responsibility

In the event the advertiser fails to supply ad materials by the closing date, the Publisher reserves the right to repeat a previous advertisement. Advertisers who reserve space and fail to supply ad material are still liable for all costs regardless of what material is substituted in its place. Final ad materials will be stored for six months and destroyed thereafter, unless written request for the return of materials is provided upon ad submission.

## Copy Acceptance

Advertising copy furnished by the advertiser shall be in a form acceptable to the Publisher. Publisher reserves the right to edit or reject any advertising it finds, in its sole discretion, to be inappropriate, misleading or objectionable.

Advertising that resembles editorial shall be marked "Advertisement" at the top of the ad in not less than 10-point type.

## Advertiser's Responsibility

All advertisements are accepted and published by the Publisher upon the representation that the advertiser and/or agency is authorized to publish the entire contents and subject matter thereof. The advertiser agrees to indemnify and hold the Publisher harmless from and against any loss resulting from claims or suits of defamation, libel, violation of privacy, plagiarism, copyright infringement or any other cause.

## Advertising Design & Production

All ad material shall be submitted in accordance with the Publisher's Advertising and Production Specifications, as set forth on the Publisher's current Rate Card And Specifications. The Publisher reserves the right to adjust the size of ads that do not conform to required dimensions, exclude advertisements from certain pages, and control position of all ads.

## Billing

Prepayment is required for new clients. A signed contract and payment for the first insertion are due by the first closing date, with the ad. Subsequent insertions will be billed upon publication. Invoices are net and payable upon receipt unless otherwise noted. Invoices rendered will be accepted as correct unless the Publisher is notified in writing within 10 days of billing date. Payment will be made direct to the Publisher at the address on the front of this agreement. Accounts delinquent 30 days will be charged interest at the rate of 18 percent per annum. Should an advertiser and/or agency default or otherwise be late in payment of advertising invoices, the Publisher has the right to omit the advertisement from the publication. The advertiser and/or agency will forfeit any and all payments previously made toward the purchase of said advertisement.

In the event advertiser and/or agency default or are otherwise late in payment of bills, advertiser and/or agency shall be totally liable for all fees and sums of collections, including but not limited to, reasonable attorney's fees and court costs incurred by the Publisher in the collection of said bills. In such event, the Publisher reserves the right to either terminate