



America's Mortgage Banking Attorneys®

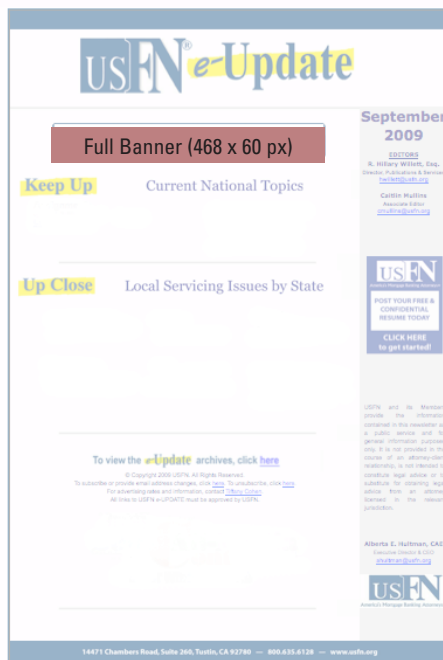
# 2010 Advertising Opportunities ELECTRONIC DISTRIBUTION

Reach your target audience through USFN

## Electronic Ad Specifications: eUpdate

ELECTRONIC ADVERTISING – FOR MEMBERS				
eUpdate (10 times/year)	1x	3x	6x	10x
Full Banner	\$500.00	\$450.00	\$400.00	\$350.00
ELECTRONIC ADVERTISING – FOR NON-MEMBERS				
Full Banner	\$600.00	\$540.00	\$480.00	\$420.00

### eUpdate

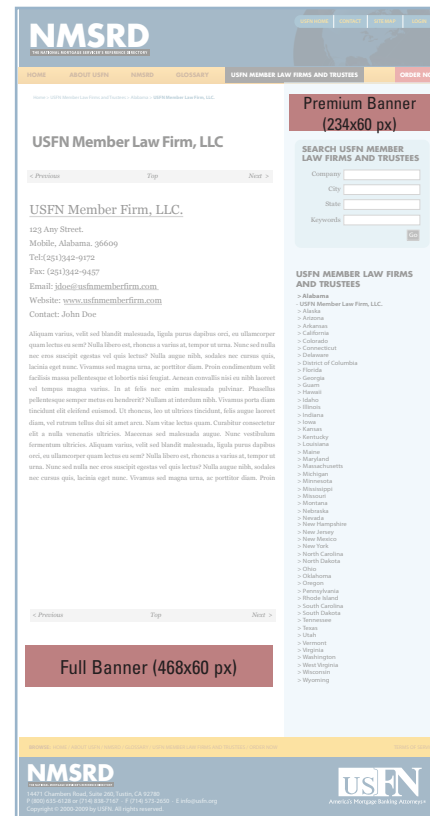


\* Limited to one advertiser per edition.

## Electronic Ad Specifications: NMSRD

ELECTRONIC ADVERTISING – FOR MEMBERS				
NMSRD Online (available in quarterly units)	1x	2x	3x	4x
Premium Half-Banner, top of site (234 x 60)	\$1,750.00	\$1,575.00	\$1,495.00	\$1,350.00
Full Banner, bottom of page (468 x 60)	\$1,000.00	\$925.00	\$850.00	\$800.00
ELECTRONIC ADVERTISING – FOR NON-MEMBERS				
Premium Half Banner, top of site (234 x 60)	\$2,100.00	\$1,890.00	\$1,795.00	\$1,630.00
Full Banner, bottom of page (468 x 60)	\$1,200.00	\$1,110.00	\$1,020.00	\$960.00

### NMSRD Online



## Ad Specifications:

All electronic ads should be no larger than 30kb and submitted in jpg, gif or flash format.

## All Ads:

Files can be emailed (along with PDF proof) to ads@usfn.org. Necessary changes will be made and billed accordingly at graphic designer's standard hourly rate.

## 2010 USFN Advertising Agreement

### Publisher's Reservation

The publisher reserves the right to cancel or reject any advertising at any time, and to add the word "advertisement" at the top of any copy which in the publisher's opinion simulates editorial matter and might be misleading to the reader. Further, the publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions that the publisher receives which conflict with USFN publication specifications. Ad(s) will be invoiced with each edition.

#### USFN is hereby authorized to publish the advertisement of:

\_\_\_\_\_  
Company name

\_\_\_\_\_  
Contact name

\_\_\_\_\_  
Email

\_\_\_\_\_  
Phone

#### Please provide the contact information of your graphic designer:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

### The USFN eUpdate

#### Ad Size: 468 x 60

Specify month(s):

\_\_\_\_ Jan. \_\_\_\_ Feb. \_\_\_\_ Mar. \_\_\_\_ Apr.

\_\_\_\_ May \_\_\_\_ Jun. \_\_\_\_ Jul./Aug.

\_\_\_\_ Sep. \_\_\_\_ Oct. \_\_\_\_ Nov./Dec.

### NMSRD

#### Ad Size: 234 x 60

Premium Half-Banner - Top

Specify time period(s):

\_\_\_\_ 1-3 months \_\_\_\_ 4-6 months

\_\_\_\_ 7-9 months \_\_\_\_ 10-12 months

#### Ad Size: 468 x 60

Full Banner - Bottom

Specify time period(s):

\_\_\_\_ 1-3 months \_\_\_\_ 4-6 months

\_\_\_\_ 7-9 months \_\_\_\_ 10-12 months

### Agreed Conditions of Advertising

Advertiser and USFN agree that all advertisements with USFN are accepted and published on the representation that the advertiser and/or the advertising agency are authorized to publish the entire contents and subject thereon. Advertiser agrees that all USFN publications acts on behalf of advertiser in performing the services provided for in this agreement. Insofar as USFN prepares and publishes advertising for the advertiser, advertiser agrees to indemnify and hold USFN harmless from any and all claims, liability, demands, or damages arising out of or on behalf of advertiser.

If for any cause, full amount of space is not used within the contract period, pro-rata rates will apply. Acceptance of an advertisement does not constitute approval or endorsement by USFN or its membership.

In the event the advertiser fails to pay the sums due to USFN in the amounts and at the times advertising costs become due, advertiser agrees to pay the sum of one and one half percent (1.5%) per month as interest and carrying charges on the unpaid balance, until paid and all costs of collection incurred.

#### Contract Authorized by:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date