



America's Mortgage Banking Attorneys®

2012 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, top of page (468 x 60px)	\$500.00	\$450.00	\$400.00	\$350.00
Button, side of page (130 x 167px)	\$250.00	\$225.00	\$200.00	\$180.00
ELECTRONIC ADVERTISING – FOR NON-MEMBERS				
Full Banner, top of page (468 x 60px)	\$600.00	\$540.00	\$480.00	\$420.00
Button, side of page (130 x 167px)	\$350.00	\$325.00	\$300.00	\$280.00

eUpdate

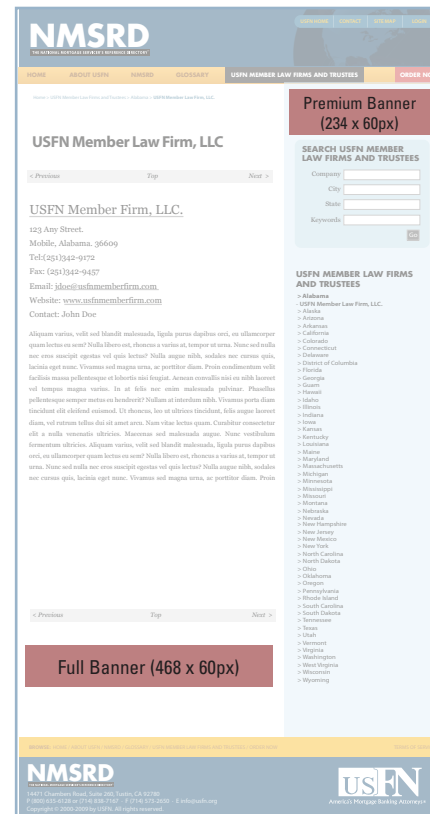


* Limited to two advertisers per edition.

Electronic Ad Specifications: NMSRD

ELECTRONIC ADVERTISING – FOR MEMBERS				
NMSRD Online (available in quarterly units)	1 Quarter	6 Months	3 Quarters	Full Year
Premium Half Banner, top of page (234 x 60px)	\$1,750.00	\$1,575.00	\$1,495.00	\$1,350.00
Full Banner, bottom of page (468 x 60px)	\$1,000.00	\$925.00	\$850.00	\$800.00
ELECTRONIC ADVERTISING – FOR NON-MEMBERS				
Premium Half Banner, top of page (234 x 60px)	\$2,100.00	\$1,890.00	\$1,795.00	\$1,630.00
Full Banner, bottom of page (468 x 60px)	\$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.

2012 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

Full Banner - Top

Specify month(s):

___ Jan. ___ Feb. ___ Mar.

___ Apr. ___ May ___ Jun.

___ Jul. / Aug. ___ Sep.

___ Oct. ___ Nov. / Dec.

Ad Size: 130 x 167

Button - Side

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 Quarter

___ 6 Months

___ 3 Quarters

___ Full Year

Ad Size: 468 x 60

Full Banner - Bottom

Specify time period(s):

___ 1 Quarter

___ 6 Months

___ 3 Quarters

___ Full Year

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