



LAKE LINGANORE ASSOCIATION *at Eaglehead*

ONLINE REAL ESTATE ADVERTISING RATES

PREMIUM HEADER (LIMITED AVAILABILITY)

TOP BANNER AD	SPECIAL VALUE	3 MONTHS	DIMENSIONS (PIXELS)
PREMIUM HEADER FEATURE	GUARANTEE THAT YOU ARE THE FIRST AGENT CLIENTS SEE ON OUR REAL ESTATE PAGE!	\$400	1400 x 160

***Note: Premium Headers are not linkable. The Ad is coded into the page design. *Purchase the Premium Header with a 2nd Ad & Receive 15% Off.*

SIDEBAR ADVERTISING

AD SIZE OPTIONS	3 MONTHS	6 MONTHS	12 MONTHS	DIMENSIONS (PIXELS)
SB - LARGE BLOCK	\$300.	\$540.	\$1020.	240 x 400
SB - MEDIUM BLOCK	\$175.	\$315.	\$595.	240 x 240

MAIN BODY ADVERTISING

AD SIZE OPTIONS	3 MONTHS	6 MONTHS	12 MONTHS	DIMENSIONS (PIXELS)
MB - LARGE BANNER	\$400.	\$720.	\$1360.	617 x 220
MB - MEDIUM BANNER	\$225.	\$405.	\$765.	617 x 150

ONLINE ADVERTISING INCLUDES:

- **Free Monthly Update!** Keep your customers on their toes, by providing fresh ads every month. Provide hot deals and incentives in real time. *Stop worrying about print deadlines!*
- **Free Link to Your Website!** Let us push web traffic from our site to yours. Give your customers a direct line to your business site and expand your reach. *Your next sale could be just one click away!*
- **Free Monthly Marketing!** We are happy to publicize our online advertising whenever possible. Reminders via email and in print will be utilized on a monthly basis. *Target consumers through a trusted source!*

SPECIFICATIONS & DEADLINE: ADS MUST BE SUBMITTED, WEB READY, BY THE 25TH OF EVERY MONTH. AD FILES SHOULD BE SUBMITTED IN JPEG OR PDF FORMAT. NEW CONTRACTS WILL GO LIVE ON THE 1ST OF THE MONTH.

**For more information, contact Anna Linehan, Webmaster, at:
communications@lakelinganore.org or 301.831.6400 ext.115**



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ONLINE REAL ESTATE ADVERTISING AGREEMENT

DATE: _____

BUSINESS NAME: _____

POINT OF CONTACT: _____

PHONE: _____

EMAIL: _____

START MONTH/YEAR: _____

END MONTH/YEAR: _____

AD SIZE: PURCHASING THE PREMIUM HEADER (SUBJECT TO AVAILABILITY & APPROVAL/CONSULT WITH WEBMASTER)
 SB-LARGE SB-MEDIUM MB-LARGE MB-MEDIUM

AD FILE: PROVIDING WEB READY AD (JPEG OR PDF)

TOTAL AMOUNT REMITTED: _____

LLA ONLINE REAL ESTATE ADVERTISING TERMS & CONDITIONS

1. All online advertising is subject to approval by the LLA Webmaster. All files submitted for advertising on the LLA website (www.lakelinganore.org) will be screened for digital quality and connotative graphics. The LLA may refuse to publish an online ad at any time with or without cause.
2. LLA is not responsible for providing web metrics related to site traffic or audience engagement. This information may be provided as a courtesy by the LLA Webmaster, however it is not the LLA's mandate. LLA cannot guarantee ROI as a result of online advertising.
3. Advertisers are responsible for regularly screening their advertisements on the LLA website to ensure graphic quality and content accuracy.
4. Advertisers may submit revised Ads to be updated on the LLA website ONCE PER MONTH. All revised ads will be updated on the LLA website during business hours, as time permits. Advertisers exceeding one update per month may incur an additional Update Fee (\$15/per update).

BY SIGNING BELOW, I _____ ACKNOWLEDGE AND UNDERSTAND THE
Print Name
LLA ONLINE ADVERTISING TERMS & CONDITIONS. I KNOW THAT THE LLA ONLINE ADVERTISING TERMS & CONDITIONS MAY BE CHANGED AT ANY TIME, AT WHICH POINT THIS ONLINE ADVERTISING AGREEMENT MAY BE AMENDED TO REFLECT ANY NEW REVISIONS, RESTRICTIONS OR STIPULATIONS.

SIGNATURE: _____

DATE: _____

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