



## Advertising with NPMA

- Visit the NPMA website at [www.npma.org](http://www.npma.org) and view the Vendor Directory listings (under the “Resources” tab).
- Determine the options that you want (advertising in *The Property Professional* magazine and/or Vendor Directory Listing).
- Print out and submit the signed advertising contract. (NPMA will confirm and send an invoice to the contact person listed in the contract.)
- Provide your advertising information to NPMA. If it is an ad for *The Property Professional*, submit your ad by the deadline date. If it is a Vendor Directory listing, provide the necessary information, including logo, company contact information, URL link and description, depending on the package level that you selected.

**If you have questions or need additional information, contact Felicia Johnson. Please forward a copy of the completed advertising contract to:**

Felicia Johnson  
NPMA  
28100 US Highway 19 North  
Suite 400  
Clearwater, FL 33761  
(727) 736-3788, ext. 305  
(727) 736-6707 (fax)  
Email: [fjohnson@npma.org](mailto:fjohnson@npma.org)

Company/Product Name \_\_\_\_\_

Please check off the ad size below for *The Property Professional*. For the Vendor Directory, please check the level (below).

Advertise in *The PROPERTY PROFESSIONAL Magazine*: Published bi-monthly and distributed to members and affiliated partners of NPMA (4,200+).

Select	Ad Size	Per Issue Rate	Annual Rate*
<input type="checkbox"/>	Full Page	\$500	\$2,250
<input type="checkbox"/>	Half-Page	\$350	\$1,578
<input type="checkbox"/>	Quarter-Page	\$250	\$1,128

- Half- and quarter page magazine ad placement is at the discretion of the editorial staff and cannot be guaranteed.
- Magazine ads that are more than 2 MB in size should be mailed to NPMA on CD along with a hard copy. Ads under 2 MB may be e-mailed to NPMA.
- Payment shall be made upon receipt of the Invoice.

**Advertise on the NPMA Website – Vendor Directory**

Include information about your company or product on the NPMA website! Choose one of several available options:

**Pearl Level**

**Cost: \$250 / per year**

Vendor Directory Listing includes:

- Listing in One Category
- 50-Word Description about your company/product/service
- Company Name
- Logo or Image
- Address
- Telephone & Fax Numbers
- Company Website Address & Link to Website

**Emerald Level**

**Cost: \$450 / per year**

Vendor Directory Listing includes:

- Listing in One Category
- 80-Word Description about your company/product/service
- Company Name
- Logo or Image
- Address
- Telephone & Fax Numbers
- Company Website Address & Link to Website

**Note:**

**Advertise in *The Property Professional* magazine and receive a free listing (Pearl level) in the online Vendor Directory.**

**Ruby Level**

**Cost: \$650 / per year**

Vendor Directory Listing includes:

- Listing in One Category
- 100-Word Description about your company/product/service
- Company Name
- Logo or Image
- Address
- Telephone & Fax Numbers
- Company Website Address & Link to Website, **Plus**
- 1 News Release - Include the latest information about your company in the form of a news release linked to your NPMA Vendor Director listing.

**Diamond Level**

**Cost: \$1000 / per year**

Vendor Directory Listing includes:

- Listing in One Category
- 100-Word Description about your company/product/service
- Company Name
- Logo or Image
- Address
- Telephone & Fax Numbers
- Company Website Address & Link to Website, **Plus**
- 2 News Releases - Include the latest information about your company in the form of news releases linked to your NPMA Vendor Directory listing and distributed to NPMA in the e-newsletter, *The Digest*.
- NPMA Members List – Receive two mailing lists of active NPMA members during the year (does not include those who have “opted out.”)



## ADVERTISING POLICIES & CONTRACT

**To protect the interests of its members and advertisers, NPMA has established these policies for advertising in any of its publications, on its website or at events sponsored by the Association.**

All materials submitted as advertising are subject to acceptance at the sole discretion of NPMA. NPMA reserves the right to decline or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause.

- All advertisements must conform to the ethical standards and practices of NPMA.
  - NPMA reserves the right to reject advertising that makes misleading claims or uses art or words that impugn or degrade sexual orientation, race, national origin, creed, color, disability, or age.
  - NPMA reserves the right to reject advertising that promotes illegal activity or activity detrimental or damaging to the Association and its mission.
  - NPMA supports the Better Business Bureau's Code of Advertising. Advertisers are subject to review by the Better Business Bureau.
  - Advertisements are accepted upon representation that the advertiser is authorized to use the entire contents and subject matter thereof.
- In consideration of NPMA's acceptance of such advertisements, the advertiser agrees to indemnify and hold harmless NPMA, its Board of Directors, and its officers, agents and employees from and against all loss, cost and expense, including reasonable attorney fees resulting from the publication or use of the advertisement.

Submittal of advertising to NPMA constitutes acceptance to the above policies. These policies are subject to revision with board approval.

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### ADVERTISER INFORMATION:

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **St:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

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**I hereby subscribe for advertisement with the NPMA as indicated above. I further agree to the terms and conditions as listed above.**

\_\_\_\_\_  
Print Name of Advertiser/Agent Title

\_\_\_\_\_  
Signature of Advertiser/Agent Date



## 2010 Advertising Schedule for *The Property Professional Magazine*

<b>Issue Number</b>	<b>Ad to NPMA Deadline</b>	<b>Distribution Date</b>
1	<b>December 7, 2009</b>	February 3, 2010
2	<b>February 15, 2010</b>	April 1
3	<b>April 19</b>	June 2
4 <b>Post NES Issue</b>	<b>June 1</b>	August 11
5	<b>August 23</b>	October 6
6	<b>October 18</b>	December 6

**\*\* Post NES Issue \*\***

**Highlights from the NPMA National Education Seminar (June 14-17, Myrtle Beach, SC)**

### **NPMA Ad Dimensions**

Trim Size of Publication: 8-3/8" x 10-7/8" (add 1/4" to all four sides for bleed).  
Bleeds are available on full page and full page spreads only.

#### **Ad Sizes:**

Full page-8.375" w x 10.875" h (add .25 to all four sides for bleed)

1/2 page horizontal: 7" w x 4.5" h

1/4 page: 3.5" w x 4.5" h

**Magazine ads that are more than 2 MB in size should be mailed to NPMA on CD/DVD along with a hard copy. Ads less than 2 MB may be e-mailed to NPMA.**

### **Send ads and/or vendor directory information to:**

Felicia Johnson, Assistant Director  
NPMA  
28100 U.S. Highway 19 North  
Suite 400  
Clearwater, FL 33761

Email: [fjohnson@npma.org](mailto:fjohnson@npma.org)  
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