

Consistent  
& Frequent  
Messaging to  
Your Target  
Market



Promote your  
business to  
**4,000+**  
local  
**REALTORS®**

## 2023 Affiliate Advertiser Program

**WEBSITE:** Your company logo will be prominently displayed on the home page of the F.A.R. Website (fresnorealtors.com). When visitors click on your logo, your full page (8.5"x11") full color flyer/ad will display. F.A.R.'s Website gets 70,000+ monthly views, and is the one-stop location for MLS access for all local REALTORS®.

**NEWSLETTER:** Your advertisement will be displayed in our monthly newsletter "Real Notes", sent via email to 4,000+ F.A.R. members, and features an open rate well above industry standards. We also highlight our advertisers in a monthly spotlight email. Your flyer in both monthly emails will link to your preferred website/url.

**SOCIAL MEDIA:** During your ad campaign, your ad/flyer will be included each month as a story post on either our public Facebook page (1400+ followers) or our Instagram account (1800+ followers), with your account tagged.

**OFFICE + NEW MEMBERS:** Copies of ad flyers are held at the front desk of the F.A.R. office for the duration of each ad campaign. We also distribute ad flyers (digital or in person) during our monthly, New Member Orientations.

### Select Your Advertising Schedule:

**1 Month: \$300**    
  **3 Months: \$825** (\$275/month)    
  **6 Months: \$1,500** (\$250/month)    
  **12 Months: \$2,700** (\$225/month - BEST VALUE!)

Start Month:     
 End Month:     
 Optional Ad Design \$200.00

**Logo Requirements:** 1200x800 pixels [.jpeg, .png, .tiff or .psd formats]

**Ad Requirements:** 8.5" x 11" (standard letter size) full color PDF. Ad must include a small disclaimer at the bottom that reads: "This is a paid advertisement, and is not sponsored or endorsed by, nor affiliated with, The Fresno Association of REALTORS®"

### ADVERTISING AGREEMENT & CONTACT INFORMATION:

Name / Signature \_\_\_\_\_ Member Number: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Facebook -or- Instagram (choose one)

@ \_\_\_\_\_

----- OFFICE USE ONLY -----

Received Payment:     
 Received Logo:     
 Received Ad Flyer:

To sign-up as an Affiliate Advertiser, call Layne Sellers at (559) 490-6400