



GAR Affiliate Advertising

How it works:

- Your ad will appear at the VERY TOP of both the GAR and the MLS Home Pages – this is called a Carousel.
- Carousels rotate in 7 second intervals
- Maximum number of affiliate ads in the carousel per month is 5
- Number of months an affiliate may advertise in the carousel: Minimum of 1 | Maximum of 3
- Initial advertisement shown when you visit the website will not always be the same – meaning there is no “number 1 spot” – the ads are rotating constantly throughout the day
- Hyperlinks to your website can be linked to the ad itself.
- Here is an acceptable sample advertisement:



Pricing:

- \$100 for 1 month
- \$200 for 3 months

Design:

If you are creating your own advertisement:

- Dimensions must be **exactly** 1600 x 300 pixels
- Minimum resolution 72 dpi
- Accepted formats: JPG or PNG
- Remember, less is more! Put something “eye catching” in your ad and keep the content simple – avoid clutter!
- Low resolution ads will not be accepted.
- Any necessary re-design work performed by GAR may result in a design fee of \$30/hour.

If you want us to design the ad for you:

- You must supply us with the following:
 - High resolution logo
 - Personal Photos (if desired)
 - Background image (if desired)
 - Sample ad at the top shows an example of an acceptable high resolution logo, a personal photo with a transparent background, and a background image
 - Any contact information you want included in the ad (company name, website, phone numbers, names, etc.
 - Design charge = \$100 (includes initial consultation, digital proofs, and 3 corrections)
 - Additional Corrections = \$10/round



Affiliate Advertising Application

Affiliate Office Name: _____

Affiliate Office Address: _____

Affiliate Contact Name: _____

Contact Phone Number: _____

Contact Email Address: _____

Affiliate Website: _____

ADVERTISING OPTION REQUESTED:

Desired Ad Duration (check one): 1 Month – Minimum (\$100) 3 Months – Maximum (\$200)

Design Details: I will provide my own design I would like GAR to design my ad (\$100)

Contact Signature (sign of approval): _____

PAYMENT METHOD:

Check # _____ Credit Card (circle one: Visa | AMEX | Mastercard)

Credit Card # _____ Exp Date: _____ CVV# _____

Name on Card: _____

Billing Address: _____

- ❖ Ads will be posted on a first come first serve basis
- ❖ If all slots are filled, your application will be placed on a waiting list
- ❖ A completed application, payment and ad information must be received in the GAR office by the 15th day of the month prior to the month of running the ad.
- ❖ At the end of your ad period you may submit another application and be placed at the end of the waiting list.

This section to be completed by GAR staff only:

Date Application Received: _____ Date Payment Received: _____

Ad Launch Date: _____ Ad Expiration Date: _____

Staff Name: _____ Staff Signature: _____