

## Advertising Policy

After discussing options for advertising online, the committee submits the following proposal for review.

Members should have the option to purchase graphic ads for display on slrealtors.com. Advertising in all online formats would be available **for members only** but such ads should be viewable on both the members and public portions of the site. As banner ads and side graphic ads are considered ineffective and detract from board content, they will no longer be accepted. In order to provide online graphical advertising as an option, an online “catalogue” will be constructed.

This catalogue will be similar to an online magazine with a “cover page” and an “index” displayed on the left hand side for navigation purposes. The index will list alphabetically services and events that are currently being advertised. Each advertisement will be a separate page constructed by the purchaser for display on [www.slrealtors.com](http://www.slrealtors.com) and could include printable coupons for services or purchases. Advertising will be sold at a monthly rate of \$15.00. A discounted rate of \$40 will be offered to members wishing to run an advertisement for a continuous 3 month period. The first “cover page” should be for a board sponsored event or Board Store sale item preferably promoting an event that would be good PR for the board (i.e. Kidsfest Fundraiser for Christmas Box, Habitat for Humanity, etc.)

Advertisements will be accepted or declined at the discretion of the SLBR webmaster. No discriminatory, explicit or offensive imagery or advertisements will be accepted. Recruiting ads that do not specifically target any individual or brokerage may be considered. Advertising must not use the word ‘commission’ in any way or refer to specific areas, specific individuals, specific companies or refer to company size for recruitment purposes. Submitted advertisements must be professionally done and meet the REALTOR® standards of the association. A disclaimer will be displayed at the top of each catalogue page stating that the pages are advertising and not necessarily endorsed by the SLBR.

Advertisements must consist of unique content and cannot be run more than once. Members may request to host new advertisements once their initial term has expired.

**Contact Jen Seals at [jens@saltlakeboard.com](mailto:jens@saltlakeboard.com) for information about submitting an advertisement for the Salt Lake Board of REALTORS® website, [www.slrealtors.com](http://www.slrealtors.com).**