

BIG BOOK^{of} OPPORTUNITY

Grow your client list and your bottom line as an affiliate partner of Western Pennsylvania's **largest** real estate trade association.

*“Four things come not back: The spoken word,
the sped arrow, the past life, and the neglected opportunity.”*

- ARABIAN PROVERB

REALTORS ASSOCIATION
OF METROPOLITAN PITTSBURGH

BIG BOOK OF OPPORTUNITY

What's Inside

- 2 About RAMP
- 4 Opportunity #1: Premium Member Access
Package Details
- 6 Opportunity #2: A La Carte Options
Event Details
Pittsburgh REALTOR® e-news
- 10 Opportunity #3: Basic Affiliate Membership
- 11 Advertising order form
- 12 Advertising contract
- 13 New Affiliate Member Application



In 2012, you will enjoy a rare and unique opportunity to market your firm, build your brand, and extend your professional network, by reaching out to the REALTORS® who have a direct voice to the community. Become a partner of our 100-year strong organization and take advantage of the opportunity to connect with our over 2,200 REALTOR® members.

Peruse this guide for an overview of the numerous communication vehicles and contact opportunities we offer; with economical options for firms both small and large. The REALTORS® Association of Metropolitan Pittsburgh's (RAMP) sponsorship and advertising opportunities are the best use of your marketing dollars – bar none. You can purchase advertising placements á la carte, or opt for one of our carefully crafted premium packages that will maximize your exposure to Pittsburgh REALTORS® at a discounted rate.

Hurry! Many of these opportunities are limited and will be sold on a first-come, first-serve basis with preferred placement given to our current RAMP Affiliates. To reserve your promotional opportunities for 2012, use the enclosed order form, visit www.ramprealtors.com or call (412) 563-5200 x16.

Thank you for your support of RAMP,

A handwritten signature in cursive script that reads "Shirley Boyd McNamara".

Shirley Boyd-McNamara

2012 President

REALTORS® Association of Metropolitan Pittsburgh

■ HOW WE DELIVER THE AMERICAN DREAM

The REALTORS® Association of Metropolitan Pittsburgh is western Pennsylvania's largest and most effective voice for the real estate industry. Our founders offered a vision in 1911 that we continue to strive for: "United action directed to the common goal" of a better, stronger real estate marketplace.

WHO WE ARE

The over 2,200 licensees of the REALTORS® Association of Metropolitan Pittsburgh. We strive to improve REALTORS® careers and our communities by becoming more professional, more engaged members of the real estate marketplace.

WHAT WE DO

As an association, we serve our members and the public by: 1) Protecting private property rights; 2) Preparing agents to serve their clients better; and 3) Upholding the professional Code of Ethics that defines REALTOR® conduct.

"That's great, but what's in it for me?"

Good question. The answer is simple: By advertising or participating in one of RAMP's many communication vehicles, you will expose your products and services to the most pre-qualified, engaged and micro-targeted list of leads available.

Our REALTOR® members are:

■ Independent contractors with big-business budgets

The average REALTOR® logs \$5,810 in business expenses per year. That means our members will likely pump nearly \$12 million into the local market for real estate products and services in 2011. Add to that the indirect buying power of agents, the decision influencers to their clients and the community, and one can easily see the benefits of working with REALTORS®.

■ Experienced professionals who are serious about real estate

With RAMP, you're not buying a list—you're building relationships with active real estate professionals all around Greater Pittsburgh. Half of our members have been REALTORS® for more than ten years. Eight in ten name real estate as their primary profession and income source.

Sources: 2010 RAMP member surveys; 2010 National Association of REALTORS® member profile



» OPPORTUNITY #1

■ PREMIUM MEMBER ACCESS PACKAGES

By lining up your marketing plans in advance you will save money and increase the effectiveness of your company's outreach. With any of our carefully crafted partnership packages, you will enjoy sustained exposure to over 2,200 Pittsburgh-area REALTORS® throughout a full year at exceptional price-per-impression value.

INSTALLTION OF OFFICERS & AWARDS PRESENTATION	Silver	Gold	Platinum	Diamond
Verbal recognition by event host				●
Special spotlight signage			●	●
Company logo featured on event invitations			●	●
Recognition on signs displayed at event (by tier)	●	●	●	●
Hyperlinked logo from online event registration page	●	●	●	●
Recognition in event program book ²	Text Listing	1/4 Page	1/2 Page	1 Full Page
Complimentary lunch admissions	1	2	3	4
R-DAY CONVENTION & EXPO				
Exclusive sponsorship of a seminar room ¹				●
Opportunity to participate in the program				●
Special spotlight signage			●	●
Company logo featured on event invitations			●	●
Recognition as a sponsor on event signage (by tier)		●	●	●
Vendor display booth in display area		●	●	●
Brief intro & Door Prize winner announcement	●	●	●	●
Hyperlink from online event registration page	●	●	●	●
Recognition in event program book ²	Text Listing	1/4 Page	1/2 Page	1 Full Page
Complimentary admissions/lunches	1	2	3	4
NEIGHBORHOOD SEMINAR SERIES				
Provide flyers to distribute at all seminars ⁴				●
Company logo featured on printed invitations (if any) ⁵			●	●
Hyperlinked logo from online event registration page			●	●
Opportunity to speak at X# of events ⁶	1	2	3	4
BENEFITS CONTINUE ON NEXT PAGE!				

“THIS PRESTIGIOUS OPPORTUNITY FOR PREMIUM PARTNERSHIP ONLY COMES ONCE EVERY 100 YEARS!”

NEW MEMBER ORIENTATION SESSIONS				
Exclusive sponsorship of morning session with 5 min speech				1
Exclusive sponsorship of afternoon session with 5 min speech ⁷		1	2	3
Literature included in new-member pack at all sessions		●	●	●
Opportunity to offer a door prize		●	●	●
INTERNET AND E-MAIL ADVERTISING				
Complimentary weeks in RAMP e-newsletter ⁸	4	13	26	52
Hyperlinked listing in online “Real Estate Services Guide”	●	●	●	●
Complimentary listing in RAMP’s e-newsletter	Hyperlinked Text	Hyperlinked Text	Hyperlinked Logo	Hyperlinked Logo
PRINT ADVERTISING				
Complimentary rentals of RAMP direct mail database ⁹	2	4	8	Unlimited
Advertisement in “Real Estate Services Guide” ¹⁰	Logo & Text Listing	1/2 Page	Full Page	Centerfold
Access to advertising in Homes Guide by REALTORS®	●	●	●	●
INCLUDES 2012 AFFILIATE MEMBERSHIP DUES (\$210 VALUE)	●	●	●	●
TOTAL PRICE	\$1,250	\$2,500	\$6,500	\$8,750

PACKAGE DETAILS

- Exclusive seminar room sponsorship** allows company to: Distribute literature, display signs, and introduce seminar presenter. Available on a limited, first-come, first-serve basis.
- Program book ads** are black-and-white only. Silver sponsors will receive a text listing. A “full page” consists of 5.5”x 8.5,” minus one-quarter inch margins on all sides. Further specifications will be forwarded to those who order an applicable partner package. Artwork must be submitted prior to Dec. 23, 2011. Sponsor’s failure to do so will not result in a refund or credit of any kind.
- Company** must provide own banner or signs. Banner dimensions to be determined and will be furnished to Platinum sponsors prior to the event.
- For many events**, some premium or a la carte sponsors are entitled to provide promotional literature for distribution (via specified methods) at the event. The sponsor is responsible for providing an appropriate number of printed flyers to RAMP two (2) weeks prior to the event. RAMP reserves the right to set an alternate literature submission deadline for any such event. Sponsor’s failure to provide literature in a timely manner will not result in a refund or credit.
- RAMP does not guarantee** that printed invitations will be mailed for neighborhood seminars. However, when such invitations are mailed, the logos of all platinum and diamond partners will appear regardless of who (if anyone) has selected a particular seminar to speak at.
- Neighborhood seminars** are expected to be offered three times a year at three or four regions in Pittsburgh. Sponsors have choice of date and location on a first-come, first-serve basis.
- For details of orientation sponsorships**, dates will be awarded on a first-come, first-serve basis. Gold and Platinum sponsors may choose from breakfast sessions only. After the 20 available sessions have been reserved, no more will be available in 2012.
- All e-newsletter ads** must be crafted in the following format: 110 pixels wide by 300 pixels deep using RGB color and submitting as a GIF or JPEG file of not more than 100KB. RAMP can design the ad upon request 4 weeks prior to publishing for a \$50 fee per ad. The sponsor is responsible for selecting dates and specifying a hyperlink. The order of the ads within the e-mail cannot be guaranteed. Please submit your ad to Joi Rogers (joi@realtorspgh.com).
- The direct mail database** will be supplied in the form of an Excel file that may be released to an approved printer/mail facility only. The list will not be released directly to sponsors. To obtain approval for a print/mail facility, contact Jeff Zirngibl at 412-563-5200 x.16.
- In addition to the standard company listing**, sponsors will receive the ads listed in the Real Estate Services Guide. The ads must appear in black-and-white. Sponsors may choose to use the same ads for this book as were used for the Installation Event program book. A “full page” consists of 5.5” x 8.5” minus quarter-inch margins on all sides. Further specifications will be forwarded to those who order an applicable partner package. Artwork must be submitted prior to Dec. 23, 2011. Sponsor’s failure to do so will not result in a refund or credit of any kind. **The double page centerfold** advertisement is available to the first Diamond level sponsor to commit to membership. Subsequent Diamond sponsors will receive two full pages. All best efforts will be made to accommodate ad placement, however, the publisher reserves the right to restrict the space allotment for ads. In the event that space is unavailable the publisher will arrange to offer alternate advertisement opportunities at comparable value. See page 9 for size/design specifications and a la carte pricing.

» OPPORTUNITY #2

■ A LA CARTE: EVENT ADVERTISING & SPONSORSHIPS

Get up close and personal with Pittsburgh's top real estate pros. Make contact with REALTORS® at specific events, times, or forms of media, and use this opportunity to customize your own advertising plan by selecting only the opportunities that fit your goals. Certain forms of advertising and sponsorships are available only to affiliate members. Because affiliates qualify for discounted rates on many advertising opportunities, it is often more economical to pair orders with a Premium Member Access annual package.

» INSTALLATION OF OFFICERS LUNCHEON & AWARDS PRESENTATION

The most prestigious party of the year, the inauguration of the incoming RAMP officers will also include the announcements of the 2011 REALTOR® of the Year, the REALTOR® Active in Politics, Affiliate of the Year, Distinguished Service and Lifetime Achievement Award. Rub elbows with Pittsburgh agents and managers. Guests enjoy hors d'oeuvres, a cocktail reception, and live music for your listening pleasure. **Anticipated attendance 200-250.**

JANUARY 13, 2012

RIVERS CASINO

Noon - 3:00 PM

EVENT HIGHLIGHTS

- Awards Ceremony
- Luncheon
- \$10 Free Play
- Giveaways

SPONSORSHIP OPPORTUNITY

PRESIDENT'S CIRCLE: \$1,000

Includes two admissions
Full-page ad in program book (Commitment by 12/23/11)
Logo on event web page
Logo recognition on signage (Commitment by 1/3/12)
Verbal recognition

PRESIDENT ELECT'S CIRCLE: \$500

1/2 page ad in program book (Commitment by 12/23/11)
Hyperlinked listing on event web page
Text listing on signage

SECRETARY TREASURER'S CIRCLE: \$250

Listing in program book (Commitment by 12/23/11)
Hyperlinked listing on event web page
Text listing on signage

» R-DAY CONVENTION & ANNUAL EXPO

Promote your services to hundreds of agents from dozens of companies in and around Allegheny County at R-DAY, Western Pennsylvania's No. 1 cross-company REALTOR® expo. **Anticipated attendance: 200 - 300**

EVENT HIGHLIGHTS

EXPO Exhibits
Lunch
Break-Out Sessions
Reception

EXHIBIT

Booth Space Exhibit Table & Much More!

- 6-ft. exhibit table (includes two chairs and table linens)
- Inclusion on "door prize card" so guests visit all vendors
- Hyperlink to your company on web registration page
- Complimentary lunch for one company representative
- Additional lunches available (at additional cost)
- Line item listing in Event Program

\$399 \$25 discount for Affiliate Program Members

FALL 2011

LOCATION TBA

FULL DAY EVENT

» NEW MEMBER ORIENTATION SESSIONS

To join RAMP, new REALTOR® members are required to attend an ethics training and association orientation class in Pittsburgh. What better place to find red-hot prospects with few preconceptions about your product or service? Orientation sponsorships are a one-of-a-kind way to introduce yourself to agents before they form business habits or loyalties to your competitors. **Anticipated attendance 15-30.**

MORNING SPONSOR: \$350

Mingle with agents throughout the morning.
Five minute classroom speech.
Distribute promotional items.
Hold a door prize drawing.
Two color sponsorship signs.

AFTERNOON SPONSOR: \$350

Mingle with agents at the afternoon break.
Five minute classroom speech.
Distribute promotional items.
Hold a door prize drawing.
Two color sponsorship signs.

20 SESSIONS

REALTORS® ASSOCIATION OF METROPOLITAN PITTSBURGH

MORNING OR AFTERNOON

» NEIGHBORHOOD SEMINAR SERIES

RAMP hosts a slew of regional educational seminars hosted across the city. By targeting each of Pittsburgh's areas, RAMP minimizes the distance members have to travel to network with other industry leaders, and learn about timely topics that affect their business. In 2012, RAMP will present 6-8 seminars throughout the year. **Anticipated attendance: 25 - 50.**

SESSION SPONSOR: \$350

Mingle with agents during registration and a break.

Five minute classroom speech.
Distribute promotional items.

Hold a door prize drawing.
Two color sponsorship signs.

MULTIPLE DATES

EAST SUBURBS
NORTH HILLS
SOUTH HILLS
WEST SUBURBS

DETAILS VARY BY LOCATION

»OPPORTUNITY #2 (Continued)

■ ADVERTISE IN THE REALTOR® E-NEWS

It's fast, it's affordable, and it gets your message heard.

The best way to reach Pittsburgh REALTORS® via e-mail

To protect the electronic security of its members, RAMP carefully guards access to its vast e-mail database. Advertisers have the unique opportunity to reach REALTORS® via e-mail by placing hyperlinked ads in the weekly Pittsburgh REALTOR® e-newsletter.

Promote special events, company news or your Web site

It's never been easier to contact the Pittsburgh real estate community with lightning speed. The Pittsburgh REALTOR® is delivered to over 2,000 subscriber inboxes every week. For the best result, take advantage of our volume discounts and advertise in consecutive editions.

Avoid spam complaints and auto-deletes

Because RAMP's e-mail list contains only members and subscribers, your message has the chance to be read without automatically triggering spam filters or the reader's "delete" finger. That's a function not available by purchasing (often inaccurate) lists from outside vendors.



Only \$40/week or
\$140/4 weeks*

*or save even more with a premium member access package

■ TERMS AND SPECIFICATIONS

SIZE AND NATURE OF CONTENT

Ads must be submitted in RGB color at 110 pixels wide x 300 pixels deep as JPEG or GIF files. The file must be smaller than 100KB. RAMP can create the ad for you upon request 4 weeks prior to publishing for a \$50 fee per ad. Please submit your artwork with an indication of the select dates and specific hyperlink. RAMP reserves the right to reject any ad for any reason. Brokerage recruiting ads are prohibited.

PAYMENT AND DEADLINES

Ad copy and payment in full (for the entire contract length) must be received by the Wednesday prior to the first requested placement. Payment may be in the form of: Checks payable to "REALTORS® Association of Metropolitan Pittsburgh" or credit card.

PLACEMENT

All ads will be placed in a designated column to the right body content. Within that column, a particular order cannot be guaranteed because multiple ads are included each week.

HOW TO GET STARTED

To place an a la carte advertising order, please contact Joi Rogers (joir@realtorspgh.com or 412-563-5200 x. 14).

REFUND POLICY

No refunds will be issued unless contract is cancelled earlier than the Wednesday before the first ad appears. Once a single ad has appeared, the remainder of the payment for the full contract length is non-refundable.

» **OPPORTUNITY #2** (Continued)

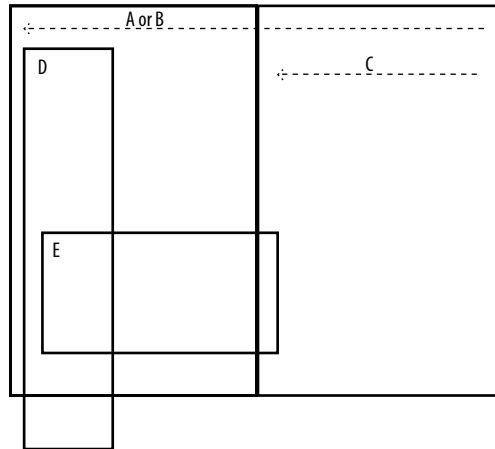
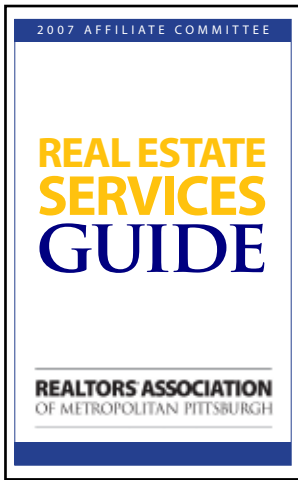
■ ADVERTISE IN THE THE R/E SERVICES GUIDE

The advertising power is real. The prices are right. The possibilities are endless.

For just pennies per person, you can reach real estate leaders from Cranberry to Carnegie to Castle Shannon.

Get in the guide.

Over 2,000 copies of the Real Estate Services Guide are distributed throughout the year. The guide is available to members free-of-charge, in RAMP's entrance area, and is circulated to members at events.



**Centerfold is granted on a first commitment first served basis.*

NON-BLEED SIZES: Centerfold/Double-Page: 10" x 8" (2-facing pages of 5" x 8") | Full: 5" x 8" | Half (V): 1.75" x 8" | Half (H): 5" x 4"

■ R/E SERVICES GUIDE RATE CARD	
STANDARD RATE	Full Year
A. Centerfold	\$750
B. Double Page	\$630
C. Full Page	\$315
D. Half Page (V)	\$165
E. Half Page (H)	\$165
F. Logo + Text	\$50

Place your order on page 11 or call (412) 563-5200 for a sample copy.

Is your company

IN THE BOOK?

Every RAMP affiliate partner

receives the key advantage of a detailed listing in RAMP's Real Estate Services Guide, a directory of affiliate companies that is distributed at all events.

The guide has an online companion that is prominently featured in the navigation bar of RAMP's Web site.

Like a telephone book, the guides are arranged by user-friendly service categories.

Listings for mortgage lenders, settlement companies and attorneys rank among the Top 20 most-accessed pages on RAMP's Web site.

With your basic affiliate partnership, listings include:

- Company name, phone number and Web site.
- Areas served
- Years in business
- Your 35-word summary or slogan.
- Mailing address
- Name of main contact
- Web site and e-mail links

» OPPORTUNITY #3

■ BASIC AFFILIATE MEMBERSHIP

Today's complex business environment demonstrates that one size does not fit all. That's why RAMP offers easy way to begin building and maintaining brand presence among Pittsburgh REALTORS®. This opportunity will grant you access to RAMP resources that are within your budget.



AS AN AFFILIATE MEMBER YOU:

- Are listed in RAMP's online and print "Real Estate Services Guide," a resource that's distributed to our members and to the public at many events around the region.
- Have access to the names and business addresses of RAMP's membership (over 2,200 REALTOR®, 300 offices, 200 owners, brokers and managers) through our members-only access to our web site.
- Have the ability to send a direct mailing, about your company's products and services, to the entire database of RAMP's membership.
- Have access to affiliate-only placement options that make your ads more prominent.
- Receive invitations to all RAMP business, educational, and networking meetings to build direct relationships with local leaders in the real estate industry
- Get preferred placement for banner ads and line item listings in RAMP's weekly e-mail newsletter.
- May offer RAMP and its members coupons or discounts for your products and services (or affinity program services that comply with RESPA regulations). Local businesses are encouraged to develop special discounted programs.
- May sponsor RAMP business, educational, and networking meetings to market and promote your company's products and services.
- May participate in RAMP's newly re-energized and active Affiliate Committee.
- May advertise in the bi-weekly Homes Guide By REALTORS®, published by RAMP, with a circulation of 54,000 in Southwestern Pennsylvania.

ADVERTISING ORDER

Complete the form below to add customized advertising options to your basic membership or to provide details about your premium membership package.

CONTACT INFORMATION

CONTACT NAME _____ COMPANY _____
 OFFICE PHONE _____ FAX _____ ADDRESS _____
 OFFICE EMAIL _____ CITY/STATE/ZIP _____

- I am selecting basic affiliate membership (Opportunity #3) and I will submit a membership renewal or application form.
- I am selecting customized a la carte options from (Opportunity #2) that will increase the "total due" line on my basic affiliate membership and I will submit a membership renewal or application form.
- I am selecting premium membership (Opportunity #1) and am entitled to options below. I will specify the details needed and will not owe payment beyond the member package I selected and I will submit a membership renewal or application form.

R-DAY MINI-EXPO

EXHIBITOR PACKAGE Buy booth space (\$399) I am a premium member

INSTALLATION EVENT

SPONSORSHIP TIERS President's Circle (\$1000) President-Elect's Circle (\$500) Secretary Treasurer's Circle (\$250)
 I am a premium member

NEW REALTOR® ORIENTATION SESSIONS

I am registering for: Paid sessions 1 free breakfast (gold)
 2 free breakfasts (platinum) 3 free breakfasts & 1 lunch (diamond)

Orientation seminars will be held on 10 dates, each with a breakfast and lunch, for a total of 20 "sessions." Select from these sessions (first-come, first-serve):

MORN (\$350) Jan. 10 Feb. 2 March 10 April 10 May 8 June 19 Sept. 18 Oct. 9 Nov. 17 Dec. 11
AFTER (\$350) Jan. 10 Feb. 2 March 10 April 10 May 8 June 19 Sept. 18 Oct. 9 Nov. 17 Dec. 11

PITTSBURGH REALTOR® WEEKLY (E-NEWSLETTER)

As a premium member, I receive: 4 weeks (silver) 12 weeks (gold) 24 weeks (platinum) 52 weeks (diamond)
 I am purchasing a la carte for: One week (\$40 total) Two weeks (\$80 total) Three weeks (\$120 total) Four weeks (\$140 total)

I would like RAMP's marketing department to design an advertisement for me. (Add \$50 total due on the next page.)

Specify the week for publication (calendar year 2012 only): _____

The format of my advertisement(s) will be a text ad of no more than 60 words a JPEG or GIF image of 110x110 or 110x300 pixels and 100 kb.

PITTSBURGH REAL ESTATE SERVICES GUIDE (PRINT VERSION)

As a premium member, I receive: Centerfold or Double page Full page Half page Logo & Text

I am purchasing a la carte for: Centerfold or Double page Full page Half page Logo & Text

I will submit my own artwork via approved electronic file. I understand that failure to submit artwork by the deadline for the issue(s) specified on page 5 will result in a forfeiture of reserved space, for which I will not be entitled to a refund or credit.

I would like RAMP's marketing department to design an advertisement for me. (Add \$50 total due on the next page.)

■ ADVERTISING CONTRACT (CONTINUED FROM P. 11)

PITTSBURGH REALTOR® PRINT AND E-MAIL ADVERTISERS READ AND SIGN BELOW

The REALTORS® Association of Metropolitan Pittsburgh (hereafter called the Publisher) reserves the right to approve all advertising copy and the right to reject any advertisement submitted for placement in the Pittsburgh REALTOR® e-mail edition or the Real Estate Services Guide print edition. The Publisher further reserves the right to edit or alter any advertising materials it deems to be inappropriate, inaccurate, or otherwise objectionable.

Submission deadlines and advertiser responsibility

For each e-mail edition of the Pittsburgh REALTOR®, the advertiser must submit ad materials no later than 4 p.m. (EST) on the Wednesday preceding publication.

The advertiser shall be solely responsible for submitting ad materials in accordance with the stated deadlines. Failure to comply may result in forfeiture of advertising space, and the advertiser will not be entitled to any refund or account credit.

Advertising design and reproduction

All ad materials must be submitted in accordance with the size and submission regulations stipulated by the Publisher. The Publisher reserves the right to resize or otherwise reformat ads that do not comply with the stated requirements. All ads designed RAMP's marketing department are the exclusive copyright of RAMP, and may only be used for advertisements with RAMP. Other usage of the material is strictly prohibited unless expressed with the written consent of RAMP.

Position of advertisements

The Publisher shall have sole discretion in determining the position of ads approved for publication in the e-mail edition of the Pittsburgh REALTOR® and the Real Estate Services Guide.

Submission deadlines and advertiser responsibility

By submitting an advertisement to the Publisher, the advertiser assumes sole responsibility for the content of the advertisement. The advertiser agrees to hold harmless the Publisher in any claims or suits relating to libel, plagiarism, copyright violation,

defamation, or any other cause. Additionally, the advertiser asserts that the Publisher is not responsible and shall not be liable for any error(s) or omission(s) in materials submitted by the advertiser for publication. Furthermore, the advertiser shall be solely responsible for submitting ad materials in accordance with the Publisher's stated requirements. The Publisher shall not be liable for any flaws in the printing of ad materials submitted by the advertiser in contradiction to those requirements.

Publication dates and Publisher liability

The Publisher cannot guarantee specific publication or distribution dates for its print publications. The advertiser assumes sole responsibility for time-sensitive content. The advertiser shall be entitled to a refund if and only if the Publisher fails to print the edition covered by this agreement. Under no circumstances shall the Publisher be held liable for any ancillary damages or losses incurred by the advertiser for failure to print or distribute a publication.

Expiration or termination by Publisher

This agreement shall cease to be effective after the last advertisement covered by this order is published. In addition, the Publisher may terminate the agreement at any time by ceasing to produce the e-mail edition of the Pittsburgh REALTOR® or the Real Estate Services Guide. In the event of advance termination by the Publisher, the advertiser shall be entitled to a refund for ads paid for but not distributed.

Termination by advertiser

Payments applied to the Pittsburgh REALTOR® electronic mail edition and/or the Real Estate Services Guide are non-refundable under any circumstances.

Prepayment requirement

Prepayment is required of all advertisers. To apply a frequency discount, advertisers must issue full payment in advance for all ads necessary to qualify for the discounted rate. The penalty assessed for bounced or insufficient funds checks is \$40.

By signing here, I agree to bind myself and any fictitious person or third party on whose behalf I am acting, to the terms and conditions stated herein.

(x)

SIGNATURE OF ADVERTISER'S AUTHORIZED REPRESENTATIVE

DATE

PAYMENT INFORMATION (IF APPLICABLE)

I am a premium member, and I did not select customized options. Skip steps below and submit this form with member renewal or new member application (see. insert).

CALCULATE TOTAL FOR ITEMS ORDERED ON PRECEDING PAGE. ENTER HERE: \$ _____ AND READ BELOW:

If you are submitting this form with your renewal notice or new member application, add total on line above to space on relevant form and enter payment information there.

If you are an existing member using this form a stand-alone advertising order, please enter payment information below.

Paid by Check (payable to RAMP) Visa Mastercard CC # _____ Exp. _____ Bill add.: Office Home



DELIVERING THE AMERICAN DREAM SINCE 1911

1427 WEST LIBERTY AVENUE • PITTSBURGH, PA 15226
(TEL) 412-563-5200 • (FAX) 412-563-0255
WWW.REALTORSFGH.COM

2012 NEW AFFILIATE MEMBER APPLICATION

ARTICLE IV: MEMBERSHIP

Section 3. Affiliate Members

(a) Affiliate members shall be real estate owners and other individuals or firms who, while not engaged in the real estate profession as defined in Section 1 or 2 of this Article, have interests requiring information concerning real estate, and are in sympathy with the objectives of the association.

I hereby apply for affiliate membership in the REALTORS Association of Metropolitan Pittsburgh. I acknowledge that (a) my \$210 dues payment is non-refundable and (b) any "premium member package" I may have elected to purchase below is neither refundable severably nor in whole. In the event of my election, I agree to abide by the constitution, bylaws, and rules and regulations of the association.

I consent that the association, through its membership committee or otherwise, may invite, receive information and comment about me from any member or other person. I further agree that any information and comment furnished to the association by any person in response to the invitation shall be conclusively deemed to be privileged and shall not form the basis of any action by me for slander, libel, or defamation of character.

I understand that by providing below my mailing address(es), e-mail address(es), telephone number(s), and fax number(s), I consent to receive communications sent from the REALTORS Association of Metropolitan Pittsburgh via U.S. mail, e-mail, telephone, or facsimile at those number(s)/location(s).

(x)

SIGNATURE OF APPLICANT

STEP 1: ENTER CONTACT AND BUSINESS INFORMATION

NAME COMPANY

OFFICE ADDRESS WEB SITE

CITY/STATE/ZIP HOME ADDRESS

OFFICE PHONE FAX CITY/STATE/ZIP

OFFICE EMAIL

RAMP now requires a home address for all affiliate members residing in Pennsylvania. This information is used to identify elected officials for inclusion in RAMP's government advocacy efforts.

CONTINUED ON REVERSE

STEP 2: AFFILIATE PARTNER DIRECTORY INFORMATION

NATURE OF BUSINESS: Advertising (of listings, etc.) Architecture Attorney/Legal Builder/Developer Inspections/Appraisals Mortgages Non-profit
 Photography Repairs/Renovations Settlement/Title Showing/Open House Services Other (specify): _____

Year company founded: _____
 Do Do not include "years in business" with my directory listing.

SERVICE AREA(S): Downtown Pittsburgh East suburbs North suburbs South suburbs
 West suburbs Beaver Co. Butler Co. Washington Co. Westmoreland Co.

RAMP publishes an affiliate partner directory on its Web site and, from time to time, in print. Please supply no more than **35 words** conveying any business-related message that you wish to share with REALTORS® in this directory.

STEP 3: COMPLETE THE REQUIREMENT CHECKLIST

As a result of recommendations from many focus group sessions held in 2008, REALTOR® members want to know that their Affiliate partners take their business seriously. A few basic requirements have been formulated to assure the REALTOR® members of your dedication to providing quality goods and/or services. These new standards have been put into action to help YOU and your potential REALTOR® clients.

- Name of your industry's professional organization: _____ Are you a member? Yes No
- Do you have a satisfactory rating with the Better Business Bureau? _____
- Name of REALTOR® sponsor (an active RAMP member you have known for at least one year): _____
- Please provide two recent (within 6 months) customer referrals in writing. (Include both references with your submission)
- Sign & return a copy of the Affiliate Code of Conduct

STEP 4: CHOOSE MEMBER LEVEL

Basic member (\$210) Premium silver (\$1250) Premium gold (\$2500) Premium platinum (\$6500) Premium diamond (\$8750)

PREMIUM MEMBERS: Please complete the portions of page 11 that pertain to the Pittsburgh REALTOR® weekly and the Real Estate Services Guide. Also sign the contract on page 12, then proceed to Step 5.

BASIC MEMBERS: If you wish to take advantage of a la carte advertising opportunities, please complete the relevant sections on pages 11 and 12. If not, proceed to Step 5.

STEP 5: ENTER PAYMENT INFORMATION

CALCULATE TOTAL DUE AND ENTER HERE: \$ _____ .00 **Paid by** Enclosed check (payable to RAMP) Visa Mastercard

Name on Credit Card _____

Credit Card # _____ Exp. _____ Billing address: Office Home

By signing here, I acknowledge that my dues are non-refundable and that "premium member packages" are non-refundable in whole or severably. _____ (x)

THANK YOU! PLEASE RETURN PAYMENT AND FORM(S) USING ENCLOSED ENVELOPE.

■ AFFILIATE CODE OF CONDUCT

PITTSBURGH REALTOR® PRINT AND E-MAIL ADVERTISERS READ AND SIGN BELOW

Article 1

An Affiliate Member shall not deny equal professional services to any person for reasons of race, color, religion, sex, sexual orientation, handicap, familial status, or national origin. Affiliates shall not be parties to any plan or agreement to discriminate against a person or persons on the basis of race, color, religion, sex, handicap, familial status, or national origin.

Article 2

Affiliates shall be informed and do business in accordance with laws, governmental regulations and public policies in the field in which the Affiliate customarily engages.

Article 3

Affiliates shall provide a level of competent service in keeping with the standards of practice in the field in which the affiliate customarily engages.

Article 4

Affiliates shall promote their business in a positive and professional manner based on their merits and those of their company.

Article 5

Affiliates shall not knowingly or recklessly making false or misleading statements about competitors, REALTOR® members or other Affiliate Members, their businesses or their business practices.

Article 6

Affiliates shall avoid exaggeration, misrepresentation, and concealment of pertinent facts and not reveal facts considered confidential in the scope of their field of practice.

Article 7

Affiliates shall assure, whenever possible, that transactional details are in writing.

Article 8

Affiliates shall cooperate with and not intentionally impede any investigative or disciplinary proceedings conducted by the Association.

Article 9

Affiliates shall carry proper insurance and licensure, where applicable.

Article 10

Affiliates shall abide by the By Laws of the Association and aspire to abide by the REALTOR® Code of Ethics

As a Affiliate Member of the REALTORS® Association of Metropolitan Pittsburgh, I do so subscribe:

(x)

SIGNATURE OF ADVERTISER'S AUTHORIZED REPRESENTATIVE

DATE



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