



RACI

REALTORS® Association of Central Indiana, Inc.

RACI Magazine Guidelines

The publications known as REALTOR® Offered Real Estate serving Howard and Tipton Counties and the REALTOR® Offered REAL Estate serving Grant and Wabash Counties are owned by the REALTORS® Association of Central Indiana (RACI) and advertising space is only available to its members. The purpose of these publications is to promote listed properties and the promotion of individual Real Estate agents and/or Real Estate agencies. As set forth below, the following will be the guidelines to advertise in these publications.

1. Only RACI members & Affiliate members may advertise in the magazine.
2. Qualified Affiliate advertisers may advertise only their services that relate to professional real estate sales and that are not in completion with REALTORS®
3. All agents on a listing must be RACI members in order to appear in the magazine.
4. All ads are to promote REALTORS® as the main source of the home buying decision.
5. All ads are subject to editorial review by the REALTORS® Association of Central Indiana.
6. Participant and REALTOR® promotional ads are acceptable if they promote only themselves and the real estate-related services they offer.
7. All properties must have an “active”, “pending”, or “sold” status at the time of submission or may be subject to a \$25.00 fine per listing per occurrence for those advertising expired or withdrawn listings. When advertising a property that has sold or closed, the ad/photo must clearly indicate the sold status and multiple listing service number.
8. Any listing advertised in REALTOR Offered Real Estate magazine must be assigned a multiple listing service number and that number must be placed in each and every REALTOR Offered Real Estate magazine advertisement featuring that listing.
9. Members cannot attach business cards to the Magazine except when the agent is personally handing out the magazine. Examples would be at their office, open house, or fair.
10. If the page reservation deadline has passed, ads will not be accepted unless there are filler pages and the printing deadline is not a problem to the vendor.
11. All agent photos are to be in color.
12. Final payments are due by the last day of the month. A 15% late fee is added on the first day of the next month for non-payment. There will be 12 issues annually, one per month.
13. No further ads can run when a past due amount is outstanding and another magazine has been published.
14. Top 1/2 of Back Cover is for Association use only.
15. Premium page prices will be assessed for the inside front cover, top of index page, inside back cover, and bottom 1/2 of the back cover.
16. REALTOR® and affiliate ads are to be a minimum of 1/2 page with 1/2 page increments.
17. CIRMLS Members only may advertise in the magazine at the special CIRMLS Member rate. All advertised listings must be posted in CIRMLS and abide by all magazine rules.