

## **NHMR Advertising Policy**

The New Haven Middlesex Association of REALTORS® is dedicated to providing valuable services to our members so they can better serve their clients and customers. One of the ways NHMR attempts to support that mission is through its Affiliate membership program. Affiliate membership comes with many benefits including exclusive opportunities to market to and network with our 3,000+ members.

We see our Affiliate members as valuable industry partners and aim to provide them with a variety of opportunities to communicate how their products/services can assist NHMR Realtor members in their day-to-day business. For a complete list of Affiliate member benefits, visit the [Become an Affiliate Member](#) page of our website.

### **Current NHMR Advertising Opportunities include:**

#### **Solo Email Blast - \$300**

*(Includes only your content/Max of one per quarter allowed per company.)*

#### **Ad/announcement/article in NHMR bi-weekly E-news or NHMR bi-weekly Broker News - \$150**

*(Max of 1 per month allowed per company. Limited number of spots available in each issue.)*

#### **Social media post on NHMR social channels - \$75**

*(Max of 1 per month allowed per company.)*

### **NHMR Advertising Policies and Guidelines:**

Advertising opportunities are ONLY open to NHMR Annual Sponsors and Affiliate members. There are no exceptions.

Advertising requests of any type require a minimum of two weeks' lead time.

All advertising content/images/links must be approved by NHMR. NHMR reserves the right to request additional information, as needed.

NHMR reserves the right to decline any advertisement for any reason at the sole discretion of the CEO.

NHMR may also decline an advertisement if it cannot be scheduled during the time frame required by the Affiliate member.

No ad can imply endorsement by NHMR nor does publication of an ad constitute endorsement.

Due to NHMR eNews and Broker News distribution, solo emails cannot be scheduled on Mondays.

Solo emails will be scheduled on a mutually agreed upon date and around other scheduled publications to ensure we do not exceed a maximum of three mass emails in one week.

Use of customer/client testimonials in NHMR advertising requires written consent from the quoted customer(s) to be submitted with the proposed ad.

NHMR reserves the right to reschedule a solo email in the event that an urgent association communication be required to be distributed to the membership.

An Affiliate member may request permission to use the NHMR Affiliate Member logo to be included in an advertisement.

Any event announcements/invitations must not conflict with NHMR events.

NHMR does not guarantee any specific results from advertising.

*Approved on 4/14/23*