



BRR Advertising Policy

Boise Regional REALTORS® (BRR) is pleased to offer advertising opportunities for our members and the public. Advertising opportunities are designed to be beneficial for the advertising organization (hereafter referred to as “the client”) while respecting IREC’s rules, RESPA rules, and BRR members and staff in the process. By securing advertising with BRR, the client is agreeing to abide by the following policy. BRR reserves the right to update policies at any time. Current policies can be found at boirealtors.com.

BRR reserves the right to terminate any advertising agreement at any time if the client’s actions, behaviors, or statements are not in alignment with BRR’s mission statement or objectives as outlined in the bylaws and policies. Terminated advertising agreements will be either fully or partial refunded, based on the value of benefits received as determined by BRR.

SECURING ADVERTISEMENTS THROUGH BRR

Advertising opportunities with Boise Regional REALTORS® are available on a first-come, first served basis. All advertisements should be secured through an Advertising Agreement available at boirealtors.com/connect/advertising. By submitting an Advertising Agreement, the client is entering into an agreement with BRR based on availability at the time of submission. Please note that BRR will present the client in marketing materials with the exact spelling and style of the listed company/organization name on the agreement.

Annual sponsorship packages may include certain advertising opportunities (for example, a Production Award Newspaper Insert Ad, a sand trap advertisement, targeted marketing packages, etc.). Other companies/organizations may secure advertising opportunities on a first-come, first served basis, with priority given to annual package holders. Once annual package sales are closed, all other advertising requests will be assigned and invoiced. *Advertisements are non-refundable and non-transferable.*

While BRR staff does their best to update advertising availability online, if the advertising opportunity requested is not available at the time the Advertising Agreement is submitted, the requesting company/organization will be offered other available opportunities of equal value, when possible.

PRICING AND PAYMENT

Advertising opportunities are open to both members and non-members alike, but only active BRR members listed as the client’s authorized representative will receive member pricing on advertisements. Membership dues for the authorized representative must be paid prior to, or in conjunction with, the advertising invoice. Memberships are tied to the individual, so if the authorized representative leaves the organization, the new authorized representative must have an active membership to maintain member pricing. If not, the client will be invoiced for the

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difference in price which must be paid within thirty (30) days to continue receiving advertising benefits. Advertisements will not move with authorized representatives to a new company/organization. *Advertisements are non-refundable and non-transferable.*

Advertisements must be paid for in advance of the event, per the event's advertising deadline and specifications. If payment in full is not received by the noted deadline, the advertising opportunity can be released for sale. BRR reserves the right to adjust the prices of unsold advertising slots if deemed necessary.

REQUESTED CONTENT/ARTWORK

All required components of your advertising agreement (payments, logos, marketing materials, etc.) must be delivered to the BRR contact listed on your agreement before the noted deadline. BRR will remind you of required materials and deadlines, but ultimately it is the client's responsibility to provide content/artwork. If materials are not received by the listed deadline, BRR does not guarantee receipt of that benefit or a refund of advertising costs.

BRR also reserves the right to request replacement content for ads or marketing materials that they deem inappropriate or that are against the rules laid out in this policy. If you are unable or unwilling to provide alternative materials, you will forfeit this benefit of your advertising agreement.

Marketing materials, ads, and promotions **MAY NOT:**

- Recruit others to join your company
- Compare your company to any similar businesses or companies providing similar services
- Advertise, promote, or gift your own education course offerings that are in direct competition with BRR, either as a live presentation or online format
- Share opportunities that are only open to the agents or affiliates of the client's company
- Use BRR's logo or name without the consent of BRR's Director of Communications
- Duplicate BRR's branding or alter BRR's logo in any way
- Suggest that BRR endorses or supports your organization over another

The final decision regarding placement and/or juxtaposition of a client's logos shall rest with BRR based on marketing materials, ads, and/or signage included in the advertising agreement. BRR reserves the right to determine if the content is suitable on a case-by-case basis.

It is the responsibility of the client to provide BRR with any changes to its logo or company name and allow thirty (30) calendar days for changes to be implemented to digital elements. Changes to logos or company names on signage or other outsourced collateral may be requested, however, the requesting client may incur the cost of reprinting such items.



PERMITTED PRODUCTS OR GIVEAWAYS

The client agrees to advertise, display, or giveaway products that are industry-related products or services. The client agrees to advertise, display, or giveaway products that conform to State, Federal, or other applicable laws or regulations. No other products may be displayed or promoted. If a client is found in violation of this policy, the company may be asked to leave without a refund and their promotional materials/ads may be removed.

Questions about advertising opportunities or this policy can be directed to Annie Exline at annie@boirealtors.com or 208-947-7236.

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