



Advertising Protocols

The Texas Professional Real Estate Inspectors Association



Advertising Opportunities
with TPREIA publications
and websites.

Presented by the Texas
Professional Real Estate
Inspectors Associations



Website-PI advertising rates

TPREIA.com



Current Website Stats are as follows:

| Month | Unique visitors | Number of visits | Pages | Hits | Bandwidth |
|----------|-----------------|------------------|-------|-------|-----------|
| Jan 2009 | 238 | 446 | 3165 | 12859 | 116.55 MB |
| Feb 2009 | 307 | 540 | 5290 | 31434 | 154.54 MB |
| Mar 2009 | 269 | 444 | 5353 | 31626 | 210.67 MB |

The TPREIA.com website exists for the following reasons; to provide information to members and affiliates, all Texas inspectors, Real Estate Agents, homebuyers and home sellers.

The site boasts up-to-date information on topics related to buying and selling real estate and the adequate inspection of same.

“Professional Inspector” Monthly Enewsletter



Stats for Professional Inspector Enewsletter;

Each month the newsletter is sent to the Texas inspector database of approximately 1400 inspectors. This count grows each month, due to additions to the database and ‘subscribe’ requests, which can be made on the website homepage.

The Professional Inspector is an interactive newsletter produced in full color and is intended for the up-to-date information and use of Texas Inspectors, Agents, Affiliates of the Inspection Industry, the TREC administration.

It is produced for the express purpose of divulging the latest information impacting the Inspection Industry.

If you are not receiving the Professional Inspector, you may subscribe at the lower left side of the home page of TPREIA.com

The Professional Inspector past issues are archived at TPREIA.com

Tiers (all prices are monthly)

Contracts for advertising are for 3 month durations

| Monthly Ad Pricing | TPREIA affiliates | | Non affiliates | |
|---------------------------------|----------------------|--------------------------|----------------------|--------------------------|
| | Button ad 125x125 | Skyscraper ad 120x480 | Button ad 125x125 | Skyscraper ad 120x480 |
| TPREIA.com | | | | |
| Inspector page | \$100 | \$150 | \$150 | \$200 |
| Members page | \$50 | \$75 | \$75 | \$100 |
| | | | | |
| Professional Inspector magazine | \$75 | \$100 | \$100 | \$125 |
| | | | | |
| Combination website and PI | | | | |
| Inspector page | \$150 | \$225 | \$200 | \$300 |
| Members page | \$100 | \$175 | \$150 | \$225 |
| | | | | |

Protocols for Advertising

1. TPREIA reserves the right of approval on ads and content
2. All ads will have a statement "Paid advertising, not an endorsement"
3. Affiliates are given preferred pricing, applications can be found at TPREIA.com on the home page
4. No pay per click pricing
5. All ads will be rotated thru the tpreia.com website.
6. Ads will be rotated thru the texasinspectorsguide.com website as well. This is a website marketing to the home buying public. It will have links back to TPREIA.com.
7. Tier pricing for affiliates of TPREIA and non-affiliates Ads are paid for prior to appearing.
8. No advertising is permitted on the home page, ads appear on inspector page, homebuyer/home seller page, agents and members only area
9. Advertisers can design their own ad based on TPREIA determined sizing and location or can work thru Kwikit.com to produce the advertisement. This latter relationship is between Kwikit and the advertiser
 - a. Kwikit.com pricing to advertisers on banner creation
 - i. \$125 for button ads
 - ii. \$200 for skyscraper ads
 - iii. These banner creation transactions are exclusively between Kwikit and advertiser
 - iv. Advertisers are to supply graphics and text and web link
10. Design criteria
 - a. All ads to be submitted in jpg format
 - b. Logos and content supplied in jpg
 - c. Hyperlinks, if any, should be supplied
11. Ad sizes are
 - a. Button ad - 125x125 pixels, approximately 1.5" x 1.5:
 - b. Skyscraper ad - 120x480, approximately 4.5" (Height) x 1.5"
12. All ads are submitted, along with payment to VP-PublicRelations@TPREIA.com
13. Advantages of advertising on our site and/or our enewsletter are
 - a. Very targeted audience
 - b. Best email distribution with the exception of TREC
 - c. Ability to use URL hyperlinks
 - d. Minimal advertising
 - e. Advertisers have an opportunity for preferred pricing thru affiliate membership in TPREIA
 - f. These venues offer an excellent opportunity to reach the inspection industry in Texas

| |
|---------------------------|
| Advertiser |
| Contact Person Name Title |
| Address |
| City State Zip |
| Telephone E-mail |

Payment

Check Check#: _____
Make checks payable to TPREIA

AMEX Discover
 MasterCard Visa

Credit Card Number: _____ — _____ — _____ — _____

Expiration date: ____ / ____ Security Code _____

Cardholder name _____

Cardholder signature Date _____

Requested time frames for advertising

| Designate issues for your campaign | Size – Skyscraper or Button | Placement in Professional Inspector | Placement on TPREIA.com | Placement in both publications | Cost per month | Total of contract and fees submitted |
|------------------------------------|-----------------------------|-------------------------------------|-------------------------|--------------------------------|----------------|--------------------------------------|
| Jan 20__ | | | | | | |
| Feb 20__ | | | | | | |
| Mar 20__ | | | | | | |
| Apr 20__ | | | | | | |
| May 20__ | | | | | | |
| Jun 20__ | | | | | | |
| Jul 20__ | | | | | | |
| Aug 20__ | | | | | | |
| Sep 20__ | | | | | | |
| Oct 20__ | | | | | | |
| Nov 20__ | | | | | | |
| Dec 20__ | | | | | | |

All submissions should be sent to:

TPREIA
 VP Public Relations
 PO Box 90815
 Houston Texas 77290

Payment Methods

Payment can be made by sending a check to:

TPREIA
 PO Box 90815
 Houston Texas 77290

Or by sending your credit card information to VP-PublicRelations@TPREIA.com

Or calling same to the Executive Director at 281-370-6803

TPREIA Advertising Contract Terms and Conditions

Right of Refusal

All advertisements are subject to approval. TPREIA reserves the right to reject or cancel any and all advertising at any time at its sole discretion. This includes advertising the publisher believes is not in keeping with the publication's standards, policies and principles. In such event, TPREIA will return any unused advertising fees paid. The words "paid advertisement" will be placed above any advertisement that resembles editorial content or may be mistaken for editorial content.

Insertion Order

No advertisement will be accepted without signed insertion order.

Rate and Contract Changes

Proper notification will be given of any rate changes, and contracts may be canceled at the time the change in rate becomes effective without incurring a short rate adjustment, provided the contract rate has been earned up to the date of cancellation.

Cancellations

No cancellations will be accepted after the closing dates. Contracts may be canceled by advertisers or the publisher on written notice prior to closing date.

Placement

TPREIA does not guarantee or agree to place the advertisement in a specific position in the TPREIA website or enewsletter.

Modifications and Additional Charges

Service charges will be applied if it is necessary to modify advertisement materials or if changes are made at the request of the advertiser. Advertisements created by TPREIA will be submitted to the advertiser for approval.

Publisher's Protective Clause

Advertiser assumes all responsibility for the content of its advertisements and for the obligations of its agents or representatives. The advertiser agrees to be solely liable for the content of its advertising.

Advertiser hereby agrees to indemnify the Texas Professional Real Estate Inspectors Association, Inc. (TPREIA), TPREIA's Board of Directors and staff and to defend and hold them harmless from any and all claims or suits of any kind that may be asserted against them by others by reason of the content of any advertisement published in the ASHI Reporter.

The liability of TPREIA, TPREIA's Board of Directors and staff for any error for which they may be held legally liable shall not exceed the cost of the advertising space.

Additional TPREIA Enewsletter terms and conditions

Payment and Terms

Full payment is due to TPREIA for the advertisement the advertiser or agency at the time of the insertion order. There is no invoicing and the advertiser is responsible for assuring payment in time for the release of the Professional Inspector.

Additional Web site advertising terms and conditions

Payment and Terms

Full payment is due for an advertisement on the Web site before the campaign begins.