

## Advertising Policy

---

### Advertisements of Lotteries, contests, prizes, certificates, gifts and lots

- Lotteries or contests that offer prizes, certificates, gifts or free lots shall contain:
    1. A description of each prize, certificate, gift or lot offered.
    2. The prerequisites for receiving each prize, certificate, gift or lot offered.
    3. Limitation of the number of prizes, certificates, gifts or lot offered.
- “Fair market value” is the price or value that a prospective buyer would expect to pay, or be charged for, if he were to acquire a similar item of like quality in a retail outlet that offers the item of sale to the general public. **(PA Code 35.306)**

### Affiliate Advertising

- Affiliates may advertise with their logo only. No other company logos may be included in the ad unless they are an affiliate member of the Lehigh Valley Association of REALTORS®.
- No affiliate may advertise an ad without their Logo, Business Name or Telephone Number.

**Example:** Mortgage Companies owned by Real Estate offices must be affiliated in order to be included on a Realtor® ad unless they include on ad: OWNED by: Business Name Real Estate Office

### Builder Advertising

- Builders may advertise in the Lehigh Valley Real Estate Weekly if they are Full Members of LVAR
- Builders may advertise in the Lehigh Valley Real Estate Weekly if they cooperate with REALTORS
- Builders must disclose on their ad “Broker’s Welcome”

### Billing

- Payment is due 30 days from the date of invoice.

#### Payment Options include:

- Credit Card - Visit the IMS at <https://ims.lvar.org>
- Check payments must be remitted to:

**Lehigh Valley Association of REALTORS®**  
**P.O. Box 20487**  
**Lehigh Valley, PA 18002**

**Check payments mailed directly to the Association Office will be returned to sender.**

## Frequency Discounts

- Ad insertions must be signed in order to receive frequency discount. If no ad insertion is signed, advertiser will receive open rate.
- After securing frequency discount, if an advertiser does not run 2 times in a month, the advertiser's rate will be adjusted to appropriate rate schedule.

## Front Cover and/or Premium Position Advertising

- Front cover can showcase only one (1) home.
- Front cover must be photo or rendering of home.
- Front cover home must be an available property and cannot be a SOLD property.
- Left center spread must be related to house on front cover. Right center spread can showcase REALTORS® listings up to twenty-four (24).
- Company logo should be included on both page headers.
- Any cancellations of Premium Positions: ie. Front Covers/Back Covers, should be made no less than 30 business days prior to scheduled ad deadline.

**If proper notice is not given, the advertiser will be responsible for full payment of Premium Position pricing regardless of whether it is resold.**

## General

- All ad requests are due by 5 PM the Wednesday before the issue date.
- All ad requests and changes must be emailed to reweekly@lvar.org.
- Final changes must be made before 10 AM Friday.
- All price changes must be made in the MLS prior to being changed on the ad.
- Credits will not be given for spelling errors, typos, or punctuation.
- All ads are verified in the MLS, we will not run expired, withdrawn, or off the market listings, prices in the ad must match the MLS.
- A proof is always sent via email, please verify ALL information on the proof.
- The proof sent is the ad being sent to print. Please question any error(s) on your proof. NO credits will be given if there are no changes communicated to the Lehigh Valley Real Estate Weekly team via email.
- If we do not receive approval prior to Friday 10 AM, advertising copy will go to printer AS IS.
- If you have not received a proof prior to Friday at 9 AM, you should contact the Lehigh Valley Real Estate Weekly Team 484-821-0509 or 484-821-0514

## Non-Member Advertising

- REALTORS® who belong to another primary Board of REALTORS® may advertise in the Lehigh Valley Real Estate Weekly with Non-Member Rates.

- Any Real Estate Related Company that does NOT hold a Real Estate License may advertise in the Lehigh Valley Real Estate Weekly with Non-Member Rates. The company MUST BE related to the real estate industry in order to advertise in the publication. ie: mortgage, title, etc.
- Are unable to purchase front cover.
- If a REALTORS® or Company is not established in our system, pre-payment is required for all advertising. Billing will be coordinated through the Lehigh Valley Real Estate Weekly team and our Billing Manager. Payment must be received before ad will run in the publication.
- REALTORS® is required to fill out a Weekly Advertiser Form.
- NRDS number is required & must be provided.
- Pre-payment may be made by credit card or check sent to:

**Lehigh Valley Association of REALTORS®**  
**P.O. Box 20487**  
**Lehigh Valley, PA 18002**

## Realtor® Advertising Policies

- Business name on Advertisements shall contain the business name and telephone number of employing broker. The names and telephone numbers shall be of equal size. **(PA Code 35.305)**
- Company logos must be displayed prominently – larger than any other logo on the ad: ie. team logos.
- Office telephone number must be as large or larger than any other telephone number on the ad.
- A REALTORS® name should not be larger than the company name.
- As a general rule and guiding principle, any advertisement placed by a real estate broker must be truthful and not misleading to the public.
- Recruiting advertising is forbidden.

## Team Advertising

- When listing a team on all advertisement except business cards, all team members must be listed.
- Unlicensed individuals may not be listed or pictured as members of the team.
- A team may only be composed of licensees from the same real estate office. For added info please refer to: **(PA Code 35.305)**

## Who may NOT advertise

- Restaurants, Educational Institutions.

Lehigh Valley Real Estate Weekly reserves the right to edit or refuse advertising submitted to this publication. The Lehigh Valley Real Estate Weekly, is the official publication of the Lehigh Valley Association of REALTORS®.

\*These guidelines are subject to change without notice.

\*Please adhere to all PA Real Estate Advertising laws & codes.