

# ADVERTISING

## Texas Mortgage Bankers Association

leading Texas real estate finance professionals since 1917

1701 Directors Boulevard, Ste 240 Austin, Texas 78744 | p 512.480.8622 | f 512.480.8621 | www.texasmba.org

# Why Advertise with TMBA?

Our primary goal is to maintain a presence as the leading trade association in Texas for the real estate finance industry by identifying the needs of our members and furnishing them with the tools necessary to advance their interests. To fulfill those needs, we offer access to products and services giving our members every advantage to improve his/her professional expertise. Our members and affiliates depend on us for the most up-to-date information. Take advantage of TMBA's marketing opportunities and connection with those involved with the practice of, or assistance, in the real estate finance industry.

### Media Options

#### electronic

**Website advertising** | [texasmba.org](http://texasmba.org)

**eBlast Marketing** | weekly calendar, news, events and updates

#### print

**Newsletter** | TMBA's *Mortgage Roundup* [bi-monthly, 6 issues]

**Membership Directory** | annual distribution [Sept]

#### event

**Exhibitor** | annual Convention [April]

**Exhibitor** | Southern Secondary Marketing Conference [February]

## electronic | website advertising

The website, updated frequently, provides mortgage banking professionals with up-to-date information about the industry and educational programs we provide throughout the year along with other benefits and advantages of belonging to TMBA.

Description	Size	Location	1x	3x	6x	12x
banner ad	150 x 300	home page	\$150	\$405	\$720	\$1440
banner ad	150 x 300	sub-page	\$100	\$270	\$480	\$960
skyscraper ad	600 x 150	home page	\$300	\$810	\$1440	\$2880
skyscraper ad	600 x 150	sub-page	\$250	\$675	\$1200	\$2400
1/2 skyscraper	300 x 150	home page	\$150	\$405	\$720	\$1440
1/2 skyscraper	300 x 150	sub-page	\$100	\$270	\$480	\$960

All ads must be submitted in digital format JPEG, GIF, PNG at a minimum resolution of 72 dpi. Frequency rate by month.

## electronic | eBlast marketing

TMBA keeps its members and affiliates updated on a weekly basis through electronic communication regarding upcoming events, association news, legislative updates, etc.

Description	Size	1x	3x	6x	12x
banner ad	150 x 300	\$150	\$405	\$720	\$1440
skyscraper ad	600 x 150	\$300	\$810	\$1440	\$2880

All ads must be submitted in digital format JPEG, GIF, PNG at a minimum resolution of 72 dpi. Frequency rate by month.

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### print | newsletter

The TMBA newsletter, Mortgage Roundup, is produced six (6) times a year electronically. Ad rates below.

#### Newsletter Ad Deadlines

jan   feb 12/15	mar   apr 2/15	may   jun 4/15	jul   aug 6/15	sept   oct 9/15	nov   dec 10/15
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#### Ad Specifications

full page	7.25"w x 9.75"h
1/2 page	7.25"w x 4.75"h
1/4 page	2.25"w x 3.75"h

### print | membership directory

TMBA Membership Directory is published once per year, mailed annually in September and available to TMBA members only. 5.5"w X 8.5"h, spiral-bound booklet, cover, inside cover, back and back inside cover are CMYK; inside pages are black and white. Tabs are available as CMYK or black & white, six (6) are available. Ads due by July 1st. Ad rates below.

#### Ad Specifications

full page bleed  
full page non-bleed  
half page non-bleed

#### Trim Size

5.5"w x 8.5"h  
5.5"w x 8.5"h  
5.5"w x 4.25"h

#### Bleed Size

5.75"w x 8.75"h (.125" extends beyond trim all four sides.)  
na  
na

### print | ad rates

size and/or position	1x	3x	6x	tabs/divider premium location	copy location
front cvr – color	na	na	na	\$2300	na
2 pg spread – color	\$1500	\$4050	\$7200	n/a	n/a
full pg – color	\$500	\$1350	\$2400	\$2200	n/a
full pg – b&w	n/a	n/a	n/a	\$n/a	\$1000
inside front cvr – color	\$750	\$2025	\$3600	\$2300	n/a
back cvr – color	\$750	\$2025	\$3600	\$2300	n/a
inside back cvr - color	\$750	\$2025	\$3600	\$2300	n/a
½ pg – color	\$375	\$1015	\$1800	n/a	n/a
½ pg – b&w	n/a	n/a	n/a	n/a	\$750
¼ pg – color	\$200	\$540	\$960	n/a	\$500
business card – color	n/a	n/a	n/a	n/a	n/a
business card – b&w	n/a	n/a	n/a	n/a	n/a

### material specifications

- All ads must be submitted in digital format as a CMYK: JPEG, EPS, TIF or PDF at a resolution of 300 dpi.
- Ad layout is the responsibility of the advertiser.
- Files may be submitted on a cd/dvd or via e-mail to crabago@texasmba.org.

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### order form

media	position	size	frequency	cost
<input type="checkbox"/> Website	_____	_____	_____	_____
<input type="checkbox"/> eBlast Marketing	_____	_____	_____	_____
<input type="checkbox"/> Newsletter	_____	_____	_____	_____
<input type="checkbox"/> Membership Directory	_____	_____	_____	_____

Contact TMBA if you want more information about event marketing opportunities at 512.480.8622 or by email: [crabago@texasmba.org](mailto:crabago@texasmba.org). Information is also available on our website at [www.texasmba.org](http://www.texasmba.org).

### TMBA advertising agreement [next page]

contact first name		last name		middle initial
company			title	
mailing address				
city	state	zip	email	
phone #	fax #		website	

The undersigned agrees to the terms of this agreement on behalf of his/her company/organization.  
On behalf of the advertiser (*authorized signature*)

printed name	signature	date
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### payment information

Check enclosed (payable to TMBA)  AMEX  MC  Visa

Total amount due: \_\_\_\_\_

CC number	expiration date	
card holder first name	last name	authorized signature

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### TMBA advertising agreement

1. The Advertiser, or their Agent, if applicable, agrees to pay for advertising covered by this Agreement to TMBA within 30 days of billing. TMBA will invoice the advertiser or advertising agency immediately after receiving the Advertising order. Non-receipt of the invoice is not accepted as a reason for nonpayment. The Advertiser and Advertising Agency, if applicable, agrees to reimburse TMBA for all costs, expenses and attorney fees incurred in collecting past due amounts, or in enforcing the terms of this Agreement.
2. Canceling a frequency schedule will require a cancellation fee equal to the difference between the shorter frequency rate and the original contracted frequency for each ad run.
3. TMBA does not guarantee or agree to place the advertisement in a specific position in the Mortgage Roundup newsletter or Membership Directory unless the advertiser reserves either the inside front cover, inside back cover, or outside back cover.
4. Advertising materials should arrive camera ready, according to specifications in this advertising agreement, and be received by TMBA prior to the material due date indicated on the Advertising Order Form. Advertisers will be permitted to change the copy for each insertion provided all materials are received by TMBA prior to the materials due date. Advertiser agrees to pay any costs incurred by TMBA relating to additional preparation and production expenses for the advertising specified in the Agreement. These additional costs include, but are not limited to, those incurred for typesetting, changes, screens, artwork and other such production work. These costs shall be invoiced along with the cost of advertising. When new copy is not furnished to TMBA before the materials due date, or the new copy is rejected by TMBA for any reason, TMBA shall repeat the advertisement of the advertiser which last appeared in the Mortgage Roundup and/or other TMBA advertising media option.
5. All advertising is subject to approval by TMBA. TMBA reserves the right to reject or cancel any advertisement deemed inappropriate for the publication. Advertiser acknowledges and agrees that the TMBA reserves and has the right to reject or cancel any advertisement for any reason that the TMBA determines to be good and sufficient cause.
6. Advertisers and advertising agencies shall assume liability for all content (including text, representation and illustrations) of advertisements printed. Advertiser hereby agrees to indemnify TMBA and hold it harmless from any claims which may be asserted against TMBA by others by reason of the content of any advertisement published in the Mortgage Roundup and/or other TMBA advertising media option pursuant to this Agreement. Indemnification shall include payment of all damages, expenses, costs and reasonable attorneys fees incurred by TMBA in defending any such claim.
7. The publication of any advertisement of a product, service or education idea is not in any way to be construed as the approval, guarantee, or endorsement of TMBA of such product, service or idea, and the TMBA reserves the right to affirm such fact in the media option.
8. The Advertiser/Advertising Agency agree that any right of recovery they may have against TMBA for failure to publish, inaccurate publishing or for any other reason shall be limited to a refund of its charges which may have been paid to it, or as an option, to publish the tendered advertising in the next available issue.
9. The TMBA may change published rates in an advertising agreement at any time. However, advertisers under contract will be rate protected as per the terms of the advertising agreement.
10. The undersigned Advertiser/Advertising Agency represents and warrants that they are authorized to enter into this Agreement and by signing this agreement will bind the Advertiser/Advertising Agency to the terms of this Agreement.