



R A C I

REALTORS® Association of Central Indiana, Inc
1620 E Hoffer Street • Kokomo, IN 46902 • 1-866-657-7224

REALTOR® Offered Real Estate Magazine Rules

- RACI members, RACI Affiliate members, and REALTORS® from IRMLS may advertise in the magazine.
- Qualified Affiliate advertisers may advertise only their services that relate to professional real estate sales and that are not in competition with REALTORS®.
- All agents on a listing must be REALTOR® member in order to appear in the magazine. No non-members.
- All ads are to promote REALTORS® as the main source of the home buying decision.
- All ads are subject to editorial review by the REALTORS® Association of Central Indiana.
- Participant and REALTOR® promotional ads are acceptable if they promote only themselves and the real estate-related services they offer. No promoting of non-profit or charity organizations.
- All properties must have an “active”, “pending”, or “sold” status at the time of the submission deadline or they will be subject to a \$25.00 fine per listing per occurrence for those advertising expired or withdrawn listings. When advertising a property that has sold or closed, the ad/photo must clearly indicate the sold status and multiple listing service number. Leases or “for rent” properties advertised must be listed in the multiple listing service and number must be published.
- Any listing advertised in REALTOR Offered Real Estate magazine must be assigned a current IRMLS multiple listing service number and that number must be placed in each and every REALTOR Offered Real Estate magazine advertisement featuring that listing.
- Members cannot attach business cards to the Magazine except when the agent is personally handing out the magazine. Examples would be at their office, open house, or fair.
- If the page reservation deadline has passed, ads will not be accepted unless there are filler pages and the printing deadline is not a problem to the vendor.
- Payment for invoices is due by the 25th of the month. A 15% late fee will be applied if payment is not received by the last day of the month.
- No ad can be run when the magazine account has an amount which is 31 days or more past due. Advertising may resume when the total magazine balance, including both current and all past due amounts, is paid in full.
- Top 1/2 of Back Cover is for Association use only.
- Premium page prices will be assessed for the inside front cover, top of index page, inside back cover, and bottom 1/2 of the back cover.
- REALTOR® and affiliate ads are to be a minimum of 1/2 page with 1/2 page increments.
- All Non-RACI IRMLS members may advertise in the magazine at the special IRMLS member rate. All advertised listings must be posted in IRMLS and abide by all magazine rules.