

MAXIMIZED PROMOTIONS INC.
(a division of RE/MAX of Western Canada)
RE/MAX® GROUP ADVERTISING REQUEST FORM

DATE:_____ SINGLE/MULTI-OFFICE AREA:_____

PHONE:_____ OFFICE:_____

AUTHORIZED CONTACT: _____
(Single Office Area Broker Owner or Local G/A Chair)

GUIDELINES FOR THE RE/MAX GROUP ADVERTISING PROGRAM:

- 1) The purpose of the RE/MAX Group Advertising (G/A) Program is to create public awareness of the RE/MAX trademark, rather than individual sales associates or properties listed for sale. Corporate brand name awareness is achieved through the use of Media and Hot Air Balloon exposure. RE/MAX of Western Canada's definition of Media is:

 "Any advertising medium on which quantifiable time or space is purchased."
- 2) The RE/MAX Group Advertising Program is part of the RE/MAX LLC Franchise Agreement and is governed by RE/MAX LLC guidelines.
- 3) All requests will be reviewed by the appropriate Member Services rep and final approval will be made by the Regional Advertising Director and if necessary, the Regional Executive Vice President.
- 4) The following expenses are eligible for G/A funds to promote the RE/MAX brand name in your area.

ELIGIBLE EXPENSES

- Television Air Time
- Radio Air Time
- Print Media
 - Newspaper (not real estate listings guides)
 - Magazines
 - Telephone Directory Ads
 - Tourism Publications
- Trademark Awareness
 - Hot Air Balloon (for Events, school programs)
 - Cold Air balloons
 - RE/MAX Tents
- Outdoor
 - Billboards
 - Transit Bus Benches
 - Transit Bus Signs
 - Transit Shelter
 - Arena signage
- Website development
- Online ads

NOT ELIGIBLE:

- Vehicle Sponsorships (ie: moving vans, race cars, trailers as billboards)
- Trade show booths, kiosk rentals, entry fees
- Office signage, awnings
- Promotional items (ie: cups, hats, jackets, etc)
- Charitable Donations
- Real estate listing publications
- Local Sports team/individual sponsorships

In planning your area's local G/A media plan, consider the following:

- 1) Regional G/A media buys
- 2) Regional creative message
- 3) Prime "listing and selling" periods
- 4) Local market sensitivities

DESCRIPTION OF CAMPAIGN

CAMPAIGN DATES

****Please attach your contract, run schedule, radio scripts and/or proposed print ad art.****

PLEASE FAX THIS FORM COMPLETED - WITH THE ABOVE NOTED TO:

Regional Member Services Representative/Regional Advertising Director

RE/MAX of Western Canada Phone: 1-800-563-3622 Fax: **(250) 762-9141**

Region Authorized Signature _____

PO # _____ Date _____