

# REALTOR® MAGAZINE SPECS

# BUYERS' MARKET

Placement	WxH
Spread (Non Bleed)	15.5 x 10
Spread Bleed	16.25 x 10.75
Full Page (Non Bleed)	7.5 x 10
Full Page Bleed	8.25 x 10.75
1/2 Page	7.5 x 4.8125
1/3 Page (Square)	4.8125 x 4.8125
1/3 Page (w/Full Page)	2.5 x 10
1/4 Page (Square)	3.6875 x 4.8125

Trim Size: 8" x 10.5"  
Live Area: 7.5' x 10"  
Binding: saddle stitched. Jogs to top, 1/8" trim

Ads must be supplied as a high-resolution PDF (PDF/x-1a:2003). Ads not supplied in this format will be returned.

REALTOR® Magazine is printed in 4-color process (CMYK). PMS colors will be converted to their 4-color equivalents. All advertising is subject to review for trademark use and copy content. Production costs for any copy changes will be charged back to the advertiser.

**Insert and BRC Mechanical Requirements**

- Inserts require publisher's approval for copy and mechanical specifications prior to running. Inserts may be furnished to REALTOR® Magazine pre-printed, or contact your sales representative for an insert printing quote.
- Generally, minimum stock weight 60 lb. text; maximum stock weight 100 lb. text. Heavier paper stock may be accepted upon evaluation and may incur additional charges. Minimum stock weight for BRCs: 7pt. card stock. Inserts may bind-in or be tipped.
- Special requirements for inserts and BRCs may incur additional bindery costs.

Contact the Advertising Production Coordinator at (312) 329-8332 or [jpowers@realtors.org](mailto:jpowers@realtors.org) for additional production information.

Placement	WxH
1/2 Page	7 x 4
1/4 Page	3.375 x 4
1/8 Page	3.375 x 1.75
1/16 Page	3.375 x .625
Line Ads	*

\*Line ads are typeset by REALTOR® Magazine in 8pt. ITC Franklin Gothic Book typestyle. Maximum characters (including spaces and punctuation marks) per line is 30.

# REALTOR® AE

Placement	WxH
Full Page	7.5 x 10
Full Page Bleed	9 x 11.5
1/2 Horizontal	7.5 x 4.5
1/2 Horizontal Bleed	9.25 X 5.5
1/2 Island	4.5 x 7.5
1/3 Square	4.5 x 5

Trim size: 8.5" x 11"

Only digital files accepted. Preferred digital file format is PDF/X-1a:2001 with embedded fonts. Please note that all pages will include a 3-hole punch. The holes are along the left edge on all right-hand page ads. Please do not include any important text, logos, or other information in the hold punch area, which is first 1/2-inch on the left edge.

# DIGITAL SPECS

REALTORMag.com	Specs
Leaderboard	728 x 90
Inline Rectangle	300 x 250
<b>eNewsletters</b>	
Text Ad	20-30 words; URL
Rectangle Ad	300 x 250; JPG; 13K max; URL

REALTOR® Magazine recommends writing copy that engages readers, states a call for action, and clearly mentions the benefits for our readers.

- Image Types: JPEG, PNG (GIF for REALTORMag.com only)
- Max File Size: 50k per unit
- Max Looping: 30 seconds
- Animation Allowed on REALTORMag.com only
- Animation Time: 30 seconds suggested, 3 loop maximum.
- No Audio Allowed
- 3rd Party Ad Serving Allowed: Yes
- All creative must be submitted 5 days prior to the launch of the campaign date.
- Linking URL Linking URLs must be domain name based and cannot be the IP address
- We strongly recommend that Rich Media ads be submitted in HTML 5 format.
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**ONLINE ADVERTISING GUIDELINES**

- REALTOR® Magazine Online reserves the right to accept, retract, or reject any advertisement at any time.
- Provide linking URL with ad creative submission. 3rd party tags must be live at the time of submission to enable thorough testing before launch.
- Advertisements cannot resemble REALTOR® Magazine Online content.
- Creative cannot use the REALTOR® name or logo without preapproval from REALTOR® Magazine.
- Cookies are not allowed.