

REALTOR® Magazine Buyers' Market

Real estate professionals need signs, gifts, promotions and a variety of other tools to succeed in their business. Capture their attention in the REALTOR® Buyers' Market section. You can buy a traditional line ad or a fractional display ad that lets you showcase your product or service directly to 1 million + REALTORS®.

2017 Advertising Rates

CLASSIFIED RATES

LINE ADS \$900 flat rate

FRACTIONAL DISPLAY RATES

AD SIZE	FREQUENCY	
	1-3	4-6
1/2 Page (7" x 4")	\$5,550	\$5,132
1/4 Page (3.375" x 4")	\$2,862	\$2,650
1/8 Page (3.375" x 1.75")	\$2,010	\$1,860
1/16 Page (1.5625" x 1.75")	\$1,278	\$1,184

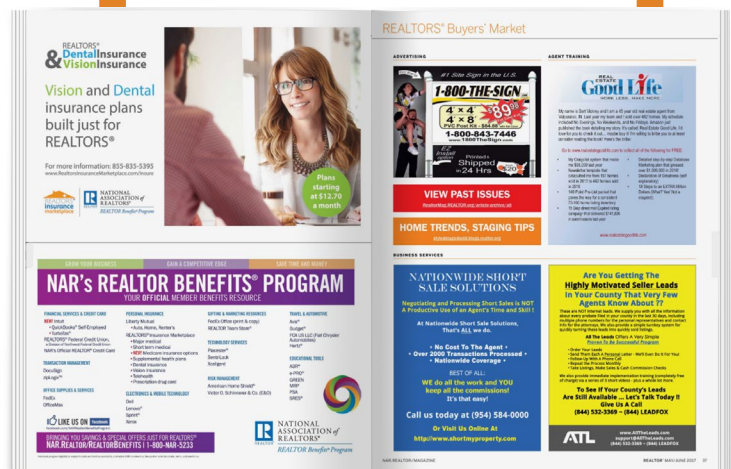
Specifications

CLASSIFIED MATERIAL REQUIREMENTS

Classified line ads are four lines with a standard box around it, yellow filled. 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.

FRACTIONAL DISPLAY AD MATERIAL REQUIREMENTS

Fractional display ads must be submitted via e-mail to sendmyad@theygsgroup.com, as a high resolution PDF/x-1a.



CONTRACTS & INSERTION ORDERS

Send advertising contracts and insertion orders by space closing date to natalie.desoto@theygsgroup.com

ADVERTISING EXECUTIVE:

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