

REALTOR® MAGAZINE SPECS

BUYERS' MARKET

Placement	WxH
Spread (Non Bleed)	15.5 x 10
Spread with Bleed	16.25 x 10.75
Full Page (Non Bleed)	7.5 x 10
Full Page with 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 us for production information at 312.329-8454 or imathews@realtors.org for additional 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 with 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
eNewsletters	
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.