



RE Magazine

mediakit

RE MAGAZINE REACHES OVER 19,000 REALTORS® & INDUSTRY AFFILIATES THROUGHOUT WASHINGTON

RE Magazine mediakit 2018

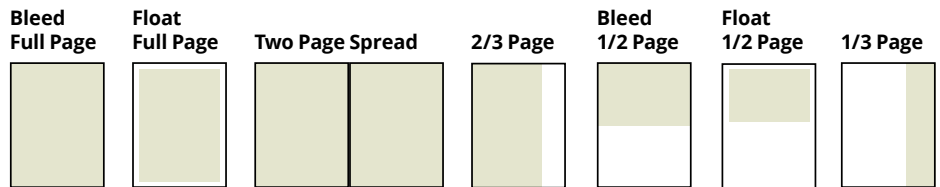


RE Magazine is a quarterly 8 3/8" x 10 7/8" full color magazine direct mailed to over 20,000 REALTORS® and industry affiliates throughout Washington. Annual contracts include advertising in the digital magazine version in addition to print distribution. The digital version is displayed on the Washington REALTORS® website and distributed through social media channels. Additional print issues are distributed at events, such as the Washington REALTORS® Fall Business Conference (Autumn Issue), Spring Business Conference (Spring Issue), Hill Days (Winter Issue), and throughout the year at Education Symposiums.

REGULAR FEATURES

- **Legal Hotline Lawyer**
Annie Fitzsimmons
- President's Message
- Real Estate Market Statistics
- Consult the Coach
- Property Management Q & A
- Government Affairs
- Featured REALTOR® Profile
- Several regular contributors featuring articles with real estate industry related tips and resources.

PRINT ADVERTISEMENT SIZES



Ad Units - Width & Height (Publication Trim Size 8.5" x 10.875")					
	Full Page	2-Page Spread	2/3 Page	1/2 Page	1/3 Page
Non-Bleed	7.875 x 10.375	16.25 x 10.375	5.1875 x 10.375	7.875 x 5.0625	2.5 x 10.375
Bleed	8.625 x 11.125	17 x 11.125	5.6875 x 11.125	8.625 x 5.5625	3 x 11.125
Trim	8.375 x 10.875	16.75 x 10.875	5.4375 x 10.875	8.375 x 5.3125	2.75 x 10.875
Safe Zone	7.875 x 10.375	16.25 x 10.375	4.9375 x 10.375	7.875 x 4.8125	2.25 x 10.375
AD PRICING					
Single Run (1x)	\$1200	\$2000	\$1000	\$900	\$600
Multi-Run (2x)	\$1100	\$1900	\$900	\$800	\$500
Multi-Run (4x)	\$1000	\$1800	\$800	\$700	\$400

For additional exposure opportunities, more information, or to reserve space, please contact:

KyLynn Hull, MEDIA FRENZY
206.501.5966
kyllynhull@gmail.com

FIXED PREMIUM FULL-PAGE POSITIONS

Inside Front Cover Inside Back Cover Back Cover (full page)

2018 PRINT PRODUCTION SCHEDULE

ISSUE	WINTER 2018	SPRING 2018	SUMMER 2018	AUTUMN 2018	WINTER 2019
Ad/Interview Agreements Due	Nov. 13	Feb. 12	May 14	Aug. 13	Nov. 12
Articles/Photos Due	Nov. 20	Feb. 20	May 21	Aug. 20	Nov. 19
Ad Artwork Due	Dec. 8	Mar. 9	Jun. 8	Sep. 7	Dec. 7
Final Proofing	Dec. 11	Mar. 12	Jun. 11	Sep. 10	Dec. 10
Submit to Printer	Dec. 13	Mar. 14	Jun. 13	Sep. 12	Dec. 12
Drop Date	Jan. 9	Apr. 11	Jul. 11	Oct. 10	Jan. 9

SPONSORSHIPS

CORPORATE SPONSORSHIP \$12,000

- Four full-page ads, one in each printed publication of RE Magazine. **Value: \$4,000**
- 4 Digital ads in the digital version of RE Magazine in our native iOS/Android app. **Value: \$4,200**
- 52 Digital Ads in Get the Facts e-mail. **Value: \$4,200**
- Digital ad with preferred placement on website for one year. **Value: \$4,200**
- Recognition as Corporate Sponsor in Board of Directors meetings (avg. of 200+ in attendance) — Logo displayed on a PowerPoint slide in Board of Directors presentation. **Value: \$1,000**
- We will produce a Sponsorship recognition banner to your design to display at the Legislative Conference, Spring and Fall Business Conferences, and the Symposiums. **Value: \$200**

REALTOR® FRIENDS SPONSORSHIP \$4,000

- Four half-page ads, one in each publication of RE Magazine. **Value: \$2,800**
- Digital ad with preferred placement on website for one year. **Value: \$4,200**
- Recognition as Gold Sponsor in Board of Directors meetings (200+ in attendance) — Logo displayed on a PowerPoint slide in Board of Directors presentation. **Value: \$1,000**

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kylynnhull@gmail.com

GUIDELINES & POLICIES

PRINT SPECS

TRIM - The edge of the page, or the final visible borders of a 'bleed' ad.

BLEED - .125" on each side beyond the trim measurement of a 'bleed' ad. (That is, add .25" to the trim measurement.) Elements that touch the trim edge should extend at least .125" beyond trim on each side. The bleed area will be 'trimmed' off in print.

SAFE ZONE - .25" inside of trim on each side of a 'bleed' ad. (That is, subtract .5" from the trim measurement.) This is considered the 'safe' area for critical content. All critical image and text not intended to bleed must be within this measurement.

NON-BLEED (FLOAT) - Non-bleed ads 'float' within the margins of the page.

DIGITAL FILES

Macintosh files constructed from Quark Xpress (up to 7.0), Adobe Photoshop, InDesign, or Illustrator (CS3 or later) or EPS, high resolution PDF or TIFF formats. Files not supplied in proper format will be corrected at the advertiser's expense.

ACCEPTED MEDIA

All files must be submitted in digital format.

FONTS

All necessary fonts must be submitted or converted to paths.

ARTWORK

Include all artwork/links i.e. placed graphics, photographs, logos. Image resolution should be at least 300 dpi at final scale. Before placing artwork into the ad, size artwork to 100 percent of actual size used in ad. Artwork must be converted to CMYK. Convert any Pantone colors from 'spot' to 'process' before saving.

STORING OF MATERIALS

All final advertising files will be stored for six months, unless written request for the return of materials is provided upon submission.

For Media Related Questions, please contact:

Cara McNeil, Communications & Publications Manager
360.943.3100, ext. 126 | cara.mcneil@warealtor.org

PROOFS

An approved color proof is recommended. Laser proofs will be used only for content, not for color. Publisher and printer will not accept responsibility for the final outcome of the ad when a proof is not supplied. Please notify the publisher if color is critical and provide a digital color contact proof to SWOP standards.

RATES

All rates are based on artwork being provided ready for publication. Rates are subject to change within 60 days written notice. Advertising ordered at frequency discount rates and not earned within a 12-month period will be rebilled at the earned rate.

PRODUCTION CHARGES

Ad creation, typesetting, composition, and artwork will be done as needed and charged to the client. Clients will have production charges quoted on an individual basis.

PROOFS TO ADVERTISERS

Ads prepared from artwork will be solely at advertiser's risk unless sufficient time is allowed to furnish proofs for approval. When proof is required, artwork must be in hands of publisher two weeks preceding ad space deadline.

COPY

Advertisers are solely responsible for submission of copy. The advertiser and/or its agency will indemnify and hold Publisher harmless from and against any loss resulting from claims or suits for defamation, libel, violation of privacy, plagiarism, copyright infringement or any other cause. Publisher reserves the right to reject any advertising. Publisher shall own all advertising for which it has provided design and/or copywriting services.

Please print or type your information below. To submit your Advertising Agreement please contact KyLynn Hull at 206.501.5966 or by email kylynnhull@gmail.com.

NAME OF ADVERTISER _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

CONTACT PERSON _____

EMAIL _____ AGENCY (IF APPLICABLE) _____

ADVERTISEMENT RATE CARD

	FULL PAGE	2-PAGE SPREAD	2/3 PAGE	1/2 PAGE	1/3 PAGE
Single Run (1x)	<input type="checkbox"/> \$1200	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$900	<input type="checkbox"/> \$600
Multi-Run (2x)	<input type="checkbox"/> \$1100	<input type="checkbox"/> \$1900	<input type="checkbox"/> \$900	<input type="checkbox"/> \$800	<input type="checkbox"/> \$500
Multi-Run (4x)	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$1800	<input type="checkbox"/> \$800	<input type="checkbox"/> \$700	<input type="checkbox"/> \$400

FIXED PREMIUM — FULL-PAGE POSITIONS

	INSIDE FRONT COVER	INSIDE BACK COVER	BACK COVER (FULL PAGE)
Single Run (1x)	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$1500	<input type="checkbox"/> \$1700
Multi-Run (2x)	<input type="checkbox"/> \$1400	<input type="checkbox"/> \$1400	<input type="checkbox"/> \$1600
Multi-Run (4x)	<input type="checkbox"/> \$1300	<input type="checkbox"/> \$1300	<input type="checkbox"/> \$1500

SPONSORSHIPS

- Corporate Sponsorship \$12,000
- REALTOR® Friends Sponsorship \$5,000/Year



MAGAZINE ISSUES SPECIFIED: _____ TOTAL: _____

(Winter, Spring, Summer, Autumn)

Notes:

I understand that I am bound by the guidelines, deadlines, and rates published on the Washington REALTORS® Rate Card and by the terms and conditions stated in this Advertising Agreement. If client does not meet these conditions, client will be responsible for paying only balance due at adjusted rate, and if applicable, all legal fees or charges resulting from collections. Cancellations or ad changes must be made before deadline or the same ad will continue to run per this agreement. Payment is due within 30 days of invoice. *RE Magazine* is a member-based publication and reserves the right to limit the type and frequency of its advertisers. *RE Magazine* does not accept recruitment advertising or promotion of real estate education other than educational offerings of the Washington REALTORS® and its promotional partners.

SIGNATURE _____

NAME (PRINTED) _____

TITLE _____ DATE _____

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