REACH 141,000+ REAL ESTATE INDUSTRY DECISION-MAKERS

Advertise with us!

Florida Realtor
THE BUSINESS MAGAZINE OF FLORIDA REAL ESTATE

Plus FLORIDA REALTORS® NEWS
DAILY INDUSTRY HEADLINES E-NEWSLETTER

FLORIDAREALTORS.ORG
OFFICIAL ONLINE RESOURCE FOR REALTORS IN FLORIDA

FLORIDA REALTORS LEGAL NEWS
“I have read Florida Realtor for over 25 years and love the magazine. I think I’ve started more sales conferences with information from Florida Realtor than any other source.”

—SCOTT C. BROKER ASSOCIATE
Florida Realtor offers innovative, business-boosting tips and strategies for licensed real estate brokers and salespersons. The monthly trade magazine plays a vital role connecting more than 141,000 Realtors® (members of Florida Realtors) and allied professionals by providing a respected, authoritative forum for creative ideas and successful practices.

THE SURVEY SAYS:

Rated #1 member service.

90% of Brokers use Florida Realtor magazine in sales meetings to educate new associates.

Realtors look to Florida Realtor for expert advice on marketing, technology, business trends and management issues.
AUDIENCE SURVEY DATA*

READERSHIP
• 85% read Florida Realtor magazine
• 51 minutes average time spent with an issue
• 64% save their copies of Florida Realtor for future reference
• 1.5 pass along readership
• Median age: 59
• Female: 63%
• Male: 37%
• Average number of years in real estate: 13 years
• Job title/position
  Sales Associate: 75%
  Broker: 18%
  Property Manager/Appraiser: 7%
• Median household income: $119,000
• Median net worth: $360,000

ADVERTISING
• 68% of readers indicated Florida Realtor contains advertising that is relevant to their business needs
• 52% indicated Florida Realtor has provided information that helped aid a purchasing decision
• 67% of readers indicated Florida Realtors is the best magazine for business ideas

READERSHIP ACTION
• 43% contacted a product/service company or visited a product/service website
• 56% discussed item in magazine with others

TOP AREAS OF INTEREST
• Real estate technology
• Marketing advice & products
• Sales techniques
• Social media/online networking
• Professional photography techniques

POTENTIAL PURCHASING POWER - $40,438,935 PER MONTH
Potential Purchasing Power equals $285, the average amount Florida Realtors survey* respondents said they spend per month, times our audited circulation of 141,891**

Two thirds of our readers agree that Florida Realtor® is the best magazine for business ideas, and the industry publication they read first.

*Source — Readex Research 2017 Florida Realtor Editorial Survey. 2.8% margin of error at the 95% confidence level.
* Source — Florida Realtor BPA Brand Report for the 6 month period ended June 2018.

For advertising inquiries, contact Jeff Felbab at (407) 438-1400 ext. 2351 or advertise@far.org
2019 DISPLAY ADVERTISING RATES
Effective January/February 2019 issue (audited circulation 141,891)

<table>
<thead>
<tr>
<th>Four-Color</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>10x</th>
<th>14x</th>
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<tbody>
<tr>
<td>Spread</td>
<td>9700</td>
<td>7960</td>
<td>7510</td>
<td>7075</td>
<td>6635</td>
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<tr>
<td>Full page</td>
<td>5400</td>
<td>4425</td>
<td>4180</td>
<td>3930</td>
<td>3685</td>
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<td>3540</td>
<td>3340</td>
<td>3145</td>
<td>2950</td>
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<td>2785</td>
<td>2630</td>
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<td>1990</td>
<td>1880</td>
<td>1770</td>
<td>1660</td>
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<tr>
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<td>1110</td>
<td>1045</td>
<td>980</td>
<td>925</td>
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<tr>
<td>1/12-page</td>
<td>800</td>
<td>660</td>
<td>625</td>
<td>590</td>
<td>550</td>
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<table>
<thead>
<tr>
<th>Covers</th>
<th>3x</th>
<th>6x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4 (back)</td>
<td>5465</td>
<td>5160</td>
<td>4855</td>
</tr>
<tr>
<td>Cover 2 (inside front)</td>
<td>5160</td>
<td>4870</td>
<td>4585</td>
</tr>
<tr>
<td>Cover 3 (inside back)</td>
<td>4870</td>
<td>4600</td>
<td>4330</td>
</tr>
</tbody>
</table>

Rates include four-color process.
Black and white rates available upon request.
Cover contracts may be canceled upon 90 days notice.

2019 CLOSING DATES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Closing</th>
<th>Materials Due</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Oct 22</td>
<td>Nov 9</td>
<td>Dec 17</td>
</tr>
<tr>
<td>March</td>
<td>Jan 3</td>
<td>Jan 18</td>
<td>Feb 19</td>
</tr>
<tr>
<td>April</td>
<td>Jan 28</td>
<td>Feb 15</td>
<td>Mar 21</td>
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<tr>
<td>May</td>
<td>Feb 22</td>
<td>Mar 15</td>
<td>Apr 17</td>
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<tr>
<td>June</td>
<td>Mar 25</td>
<td>Apr 12</td>
<td>May 20</td>
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<tr>
<td>July</td>
<td>Apr 25</td>
<td>May 10</td>
<td>Jun 20</td>
</tr>
<tr>
<td>August</td>
<td>May 23</td>
<td>Jun 15</td>
<td>Jul 24</td>
</tr>
<tr>
<td>September</td>
<td>Jun 26</td>
<td>Jul 12</td>
<td>Aug 20</td>
</tr>
<tr>
<td>October</td>
<td>Jul 30</td>
<td>Aug 9</td>
<td>Sep 23</td>
</tr>
<tr>
<td>November/December</td>
<td>Aug 28</td>
<td>Sep 13</td>
<td>Oct 22</td>
</tr>
</tbody>
</table>

Rates are based on frequency within a 12-month period from first insertion.

Special Positions
An extra 10% computed on applicable rate. Contact publisher for availability. Positioning of advertisements is at the discretion of publisher except where specific positions are agreed to by contract.
PRODUCTION SPECIFICATIONS

MANUFACTURING

PRE-PRESS: Computer-to-Plate (CTP)
PRESS: Web offset
BINDING: Saddle-stitch
TRIM SIZE: Full page – 8-1/8” x 10-7/8”
Spread – 16-1/4” x 10-7/8”

DIGITAL FILES

ACCEPTABLE FORMATS: PDF/X1a
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
TIFF
EPS (see miscellaneous)

Indicate the issue for which the digital files are supplied, and the ad size and bleed specs.
i.e.: Florida Realtor_June 2019_Full Page_Bleed

MISCELLANEOUS INSTRUCTIONS

Supply CMYK color-corrected electronic printable files. To guarantee correct color reproduction, include a proof that meets SWOP specifications. See www.swop.org.

Files must include ALL FONTS — Include both printer and screen fonts.

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% OF ACTUAL SIZE USED IN AD.

Artwork must be converted to CMYK colors. RGB colors are not acceptable. Convert any Pantone colors from “spot” to “process” (CMYK) before saving files.

Non-Mac files must be saved as TIFF or exported as encapsulated postscript (.EPS) in CMYK color with fonts converted to curves.

Additional costs may be incurred if file is not supplied to specifications.

DIMENSIONS

NON-BLEED AD UNIT SIZES

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Spread</td>
<td>15.25”</td>
<td>9.875”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.125”</td>
<td>9.875”</td>
</tr>
<tr>
<td>2/3-Page</td>
<td>4.635”</td>
<td>9.875”</td>
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<tr>
<td>1/2-Page horizontal</td>
<td>7.125”</td>
<td>4.75”</td>
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<tr>
<td>1/3-Page vertical</td>
<td>2.1794”</td>
<td>9.875”</td>
</tr>
<tr>
<td>1/6-Page vertical</td>
<td>2.1794”</td>
<td>4.75”</td>
</tr>
<tr>
<td>1/12-Page</td>
<td>2.1794”</td>
<td>2.1794”</td>
</tr>
</tbody>
</table>

BLEED AD UNIT SIZES
(Ad sizes include 1/8” bleed on all 4 sides of the ad.)

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page Spread</td>
<td>16.5”</td>
<td>11.125”</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.37”</td>
<td>11.125”</td>
</tr>
<tr>
<td>2/3-Page</td>
<td>5.39”</td>
<td>11.125”</td>
</tr>
<tr>
<td>1/2-Page horizontal</td>
<td>8.38”</td>
<td>5.4491”</td>
</tr>
<tr>
<td>1/2-Page horizontal spread</td>
<td>16.5”</td>
<td>5.4491”</td>
</tr>
<tr>
<td>1/3-Page vertical spread</td>
<td>2.961”</td>
<td>11.125”</td>
</tr>
</tbody>
</table>

*Keep live copy a minimum of 3/8” inside final trim for safety.*

SHIPPING INSTRUCTIONS

Jeff Felbab
*Florida Realtor magazine*
7025 Augusta National Drive
Orlando FL 32822-5017
407.438.1400 ext 2351
407.438.1411 FAX
advertise@far.org
DIGITAL MEDIA OPPORTUNITIES

Our email newsletters and web site offer a variety of online advertising opportunities designed to effectively target your message to Florida’s real estate professionals.

**FLORIDA REALTORS® NEWS**
DAILY BUSINESS E-NEWSLETTER ADVERTISING
Daily circulation: 96,000+ subscribers
Banner and text advertising

**FLORIDAREALTORS.ORG**
OFFICIAL WEBSITE OF FLORIDA REALTORS
Official Web site of Florida Realtors
Monthly unique views: 137,000+
Banner advertising

**FLORIDA REALTORS LEGAL NEWS**
Twice-monthly E-newsletter
Circulation: 103,000+
Banner and text advertising

“I love my daily news service from Florida Realtors!”
Florida Realtors News is a daily email newsletter that summaries each day’s most essential real estate news. Delivered in crisp, headline format with links to the association’s web site for comprehensive news information.

<table>
<thead>
<tr>
<th>2019 EMAIL-NEWSLETTER ADVERTISING RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AD UNIT</strong></td>
</tr>
<tr>
<td>Banner</td>
</tr>
<tr>
<td>Rectangle</td>
</tr>
<tr>
<td>Text</td>
</tr>
<tr>
<td>Text</td>
</tr>
</tbody>
</table>

RATES ARE NET PER WEEK
There are 5 newsletters per week excluding holidays
Payable in advance
Non-cancelable

2019 CLOSING DATES
Insertion order, payment and copy are due no later than five business days prior to Monday start date

AD SPECIFICATIONS
Banner: 468 x 90 pixels
Rectangle: 300 x 250 pixels
Text specifications:
Headline - maximum 10 words and no more than 65 characters including spaces.
Body copy - maximum 28 words and no more than 169 characters including spaces.
Maximum file size: 50K
File Type: JPG, GIF
Creative must be surrounded by minimum 1 pixel border
Animated GIFs accepted - see note below

*NOTE* When designing GIFs with animation for use in email, make sure the first frame contains all vital information, such as call-to-action, offer, or headline. Not every email client supports animated GIFs.
Audio not permitted
Provide click-through, destination URL

For advertising inquiries, contact Jeff Felbab at (407) 438-1400 ext. 2351 or advertise@far.org
Twice a month, Florida Realtors Legal News provides advice to help members stay on the right side of the law. It’s no wonder it’s among our most popular publications.

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>AD SIZE</th>
<th>PLACEMENT</th>
<th>1 MONTH</th>
<th>3 MONTHS</th>
<th>6 MONTHS</th>
<th>12 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>468 x 90</td>
<td>Position 1</td>
<td>$850</td>
<td>$815</td>
<td>$775</td>
<td>$735</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
<td>Position 2</td>
<td>825</td>
<td>785</td>
<td>755</td>
<td>725</td>
</tr>
<tr>
<td>Text</td>
<td>See specs</td>
<td>Position 3</td>
<td>775</td>
<td>725</td>
<td>675</td>
<td>625</td>
</tr>
<tr>
<td>Text</td>
<td>See specs</td>
<td>Position 4</td>
<td>725</td>
<td>685</td>
<td>640</td>
<td>595</td>
</tr>
</tbody>
</table>

RATES ARE NET PER MONTH
There are 2 newsletters per month
Payable in advance
Non-cancelable
Subject to availability

2018 CLOSING DATES
Insertion order, payment and copy are due no later than seven business days prior to Monday start date

AD SPECIFICATIONS
Banner: 468 x 90 pixels
Rectangle: 300 x 250 pixels
Text specifications:
Headline - maximum 10 words and no more than 65 characters including spaces.
Body copy - maximum 28 words and no more than 169 characters including spaces.
Maximum file size: 50K
File Type: JPG, GIF
Creative must be surrounded by minimum 1 pixel border
Animated GIFs accepted - see note below

* NOTE * When designing GIFs with animation for use in email, make sure the first frame contains all vital information, such as call-to-action, offer, or headline. Not every email client supports animated GIFs.
Audio not permitted
Provide click-through, destination URL

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2019 eBLAST ADVERTISING RATES

Full List
Distribution: 94,000+
$7,000 net

File Type: JPG, GIF

Maximum file size: 300kb
600 pixels wide (fixed) x 500 pixels high
Provide click-through, destination URL

Subject line: Maximum of 35 characters including spaces

Pre-header text: Maximum of 100 characters including spaces

No use of spam flag words - examples include free, discount, save, buy, dollar signs, amount references
No animation

eBlast template will include Florida Realtors logo/branding

Due dates - eBlast material is due 10 business days prior to launch date
The FloridaRealtors.org web site provides valuable tools and resources that help Florida's real estate professionals every day. The site connects Realtors with contract forms, technology services, advocacy resources, and market data and research.

**BANNER ADVERTISING RATES:**
$999 per month

**535,000 page views per month**

**273,000 sessions per month**

**137,000 unique visitors per month**

**FULL BANNER AD SPECIFICATIONS**

- **Banner:** 300 x 250
- **Weight:** 50K
- **File Type:** JPG, GIF
- **Animations:** 15 seconds limit, 3 loop maximum

Creative must be surrounded by minimum 1 pixel border
Audio not permitted
Provide click-through URL
Linking URLs must be domain name based — NOT the IP address
Submit banner and URL via email.