

# 2019 IAR Advertising Program

The Iowa Association of REALTORS® has advertising opportunities available for our partners, ranging from one time-ads to longer-term commitments, and website to print. We have multiple communication vehicles targeting our 7,200 members. Details and rates are shown below.

## BENCHMARK MAGAZINE

The Benchmark Magazine is our quarterly magazine sent via hard copy through the U.S. mail to our 7,200 members, including brokers, sales agents, and affiliates, across the state. It is distributed each season, beginning in January. The Benchmark is also publicly available online on our website at [www.iowarealtors.com/news/benchmark](http://www.iowarealtors.com/news/benchmark).

Space	Size	Ad Rate	Color	File Format
1/4 page	3.25 X 5 In.	\$325/issue	CMYK	PDF, EPS, JPEG, AI
1/2 page	7.5 X 5 In.	\$475/issue	CMYK	PDF, EPS, JPEG, AI
Full page (B/W)	7.5 X 10 In.	\$625/issue	CMYK (K)	PDF, EPS, JPEG, AI
Full page (color)	7.5 X 10 In.	\$775/issue	CMYK	PDF, EPS, JPEG, AI

### Special Offer

Full page (color)	7.5 X 10 In.	Special Rate \$2,560 (\$640/issue)
Must sign contract to advertise in all 4 issues		Savings of \$540/year off regular rate

When you sign a contract for 4 full-page color ads, your ad will rotate each issue among three prime locations - front inside cover, back inside cover, and back outside cover. This special is available on a first-come, first-serve basis for the first 3 advertisers! Contact Mark Gavin at [mark@iowarealtors.com](mailto:mark@iowarealtors.com) or Grace McNamara at [grace@iowarealtors.com](mailto:grace@iowarealtors.com) to hold your spot for this special offer!

*\*Since the magazine varies from 28-48 pages, we have unlimited room for advertisers, but just 3 spots for this special offer.*



## ONLINE OPPORTUNITIES

### NEWSLETTER

**IAR E-Newsletter.** This e-newsletter is sent out an average of twice per month to our more than 7,200 members. IAR Monthly E-Newsletter has limited space. This opportunity is limited to Annual Sponsors and 1 additional sponsor each month.

Space	Size	Ad Rate	Color	File Format
The logos will all be the same size (dimensions are TBD)		\$250/month	RGB	JPEG, PNG
*Your logo will be linked to the website of your choice.				

### WEBSITE – iowarealtors.com

#### Website Sponsor

On average, IowaRealtors.com has over 12,000 page views per month and nearly 3,000 users per day. Sponsors logos will be featured on the sponsor page of the Iowa Realtors website. Your logo will be linked to a page of your choice. Sponsors will be featured by amount given (without displaying amount).

Space	Size	Ad Rate	Color	File Format
The logos will all be the same size (dimensions are TBD)		\$5,000/year	RGB	PNG

*NOTE: Partners currently enrolled in the IAR Advantage Program, IAR's Annual Sponsorship Program, also receive website recognition as one of the benefits of their sponsorship.*

#### Facebook Social Media Sponsor: \$3,500/year (limited to 4 advertisers)

As a Social Media Sponsor, you will get 1 dedicated post/month with link to an article on your page or to IAR's Blog space and a link in the "About" section of our Facebook page.

## FOR MORE INFORMATION

For more information please contact Mark Gavin, Director of Communications, at mark@iowarealtors.com or Grace McNamara, Marketing Project Manager, at grace@iowarealtors.com.

*The Iowa Association of REALTORS® reserves the right to change the size of the ads to fit as needed.  
The Iowa Association of REALTORS® reserves the right to refuse ads based on its discretion and standards.*



**IOWA ASSOCIATION OF REALTORS®**  
**2019 Advertising Contract**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

E-mail Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please return completed form to:

**Attn: Grace McNamara**  
Iowa Association of REALTORS®  
1370 NW 114<sup>th</sup> St., Ste. 100  
Clive, Iowa 50325  
[grace@iowarealtors.com](mailto:grace@iowarealtors.com)  
Phone 515-309-9332

Publication	Ad Size	Number of ads	Month/Quarter	Rate
Benchmark Magazine				
Website Ad				
Website Sponsor				
Facebook Sponsor				
Total Enclosed				

**Please contact Grace McNamara if you have any questions on rates, specs, etc. [grace@iowarealtors.com](mailto:grace@iowarealtors.com) or 515.309.9332**

**Thank you for your support! We look forward to working with you this year.**

**IOWA ASSOCIATION OF REALTORS®**  
**2019 Advertising Credit Card Form**

You are **not** required to pay by credit card. You can mail this form back with the contract via regular mail or email. If you would prefer, we can also take credit card information over the phone. Please let us know if you have any questions!

Name on Card \_\_\_\_\_

Company \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_