

2018 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. Our quarterly magazine is 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 in the months of February, May, August, and November. The Benchmark is also publicly available online on our website at 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 Heather Fegan at heatherf@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

**Facebook Social Media Sponsor:
\$2,500/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 along with your company logo on cover photo, and a link in the "About" section.

FOR MORE INFORMATION

For more information please contact Heather Fegan, Marketing Project Manager, Iowa Association of REALTORS®, at heatherf@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.*

