

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

NEWSLETTER

IAR Monthly E-Newsletter. This monthly 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 a website of your choice. | | | | |

WEBSITE – iowarealtors.com

Website Sponsor

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. For more information on the IAR Advantage Program, contact Mark Gavin at mark@iowarealtors.com or Heather Fegan at heatherf@iowarealtors.com.

Facebook Social Media Sponsor: \$2,500/year (limited to 4 advertisers)

As a new 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.*

