

REACH

141,000+

REAL ESTATE INDUSTRY DECISION-MAKERS

Advertise with us!

FLORIDA
THE BUSINESS
MAGAZINE
OF FLORIDA
REAL ESTATE
Realtor[®]

Plus FLORIDA REALTORS[®] NEWS
DAILY INDUSTRY HEADLINES E-NEWSLETTER

FLORIDAREALTORS.ORG
OFFICIAL ONLINE RESOURCE FOR REALTORS IN FLORIDA

FLORIDA REALTORS LEGAL NEWS



FloridaRealtors[®]
The Voice for Real Estate[®] in Florida

INTEGRATED

MARKETING SOLUTIONS

FLORIDA REALTOR MAGAZINE

Award-winning editorial content
Monthly circulation: 141,891
BPA audited circulation
Digital online edition
Specialty advertising options
Inserts, Outserts, Cover Wraps, Selective Binding Opportunities

FLORIDA REALTORS NEWS

Daily email newsletter
Daily circulation: 96,000 subscribers
Banners and text advertising

WWW.FLORIDAREALTORS.ORG

Official Web site of Florida Realtors
Monthly unique views: 137,000
Banner advertising

FLORIDA REALTORS LEGAL NEWS

Twice-monthly email newsletter
Circulation: 103,000
Banner and text advertising



“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

THE BUSINESS
MAGAZINE
OF FLORIDA
REAL ESTATE

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

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

*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

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

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

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**



2019 DISPLAY ADVERTISING RATES

Effective January/February 2019 issue (audited circulation 141,891)

Four-Color Spread	1x	3x	6x	10x	14x
Full page	5400	4425	4180	3930	3685
2/3-page	4235	3540	3340	3145	2950
1/2-page	3390	2785	2630	2475	2320
1/3-page	2430	1990	1880	1770	1660
1/6-page	1350	1110	1045	980	925
1/12-page	800	660	625	590	550

Covers	3x	6x	10x
Cover 4 (back)	5465	5160	4855
Cover 2 (inside front)	5160	4870	4585
Cover 3 (inside back)	4870	4600	4330

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



Shipping:
 7025 Augusta National Drive
 Orlando FL 32822-5017

Mailing:
 PO Box 725025
 Orlando FL 32872-5025

407.438.1400 ext 2351
 407.438.1411 Fax

advertise@far.org

2019 CLOSING DATES

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

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

DIMENSIONS

NON-BLEED AD UNIT SIZES

Ad Size	Width	Depth
2-Page Spread	15.25"	9.875"
Full Page	7.125"	9.875"
2/3-Page	4.635"	9.875"
1/2-Page horizontal	7.125"	4.75"
1/3-Page vertical	2.1794"	9.875"
1/6-Page vertical	2.1794"	4.75"
1/12-Page	2.1794"	2.1794"

BLEED AD UNIT SIZES

(Ad sizes include 1/8" bleed on all 4 sides of the ad.)

Ad Size	Width	Depth
2-page Spread	16.5"	11.125"
Full Page	8.37"	11.125"
2/3-Page	5.39"	11.125"
1/2-Page horizontal	8.38"	5.4491"
1/2-Page horizontal spread	16.5"	5.4491"
1/3-Page vertical	2.961"	11.125"

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

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.

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

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

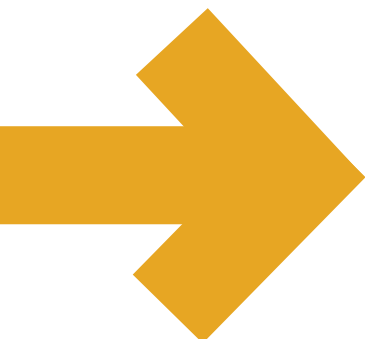
Non-Mac files must be saved as TIFF or exported as encapsulated postscript (.EPS) in CMYK color with fonts converted to curves.

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.

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

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+

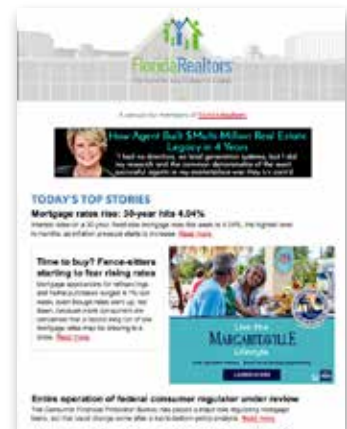
Banner advertising

FLORIDA REALTORS LEGAL NEWS

Twice-monthly E-newsletter

Circulation: 103,000+

Banner and text advertising



“I love my daily news service from Florida Realtors!”



FloridaRealtors® News

DAILY BUSINESS E-NEWSLETTER ADVERTISING

Florida Realtors News is a daily email newsletter that summarizes 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.

2019 EMAIL-NEWSLETTER ADVERTISING RATES

AD UNIT	AD SIZE	PLACEMENT	1 WEEK	6 WEEKS	12 WEEKS	24 WEEKS
Banner	468 x 90	Position 1	\$1,400	\$1,260	\$1,135	\$995
Rectangle	300 x 250	Position 2	1,260	1,135	1,020	915
Text	See specs	Position 3	1,105	995	895	805
Text	See specs	Position 4	895	805	715	625

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*

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POSITION 1
 468 x 90
 Banner

How Agent Built \$Multi-Million Real Estate Legacy in 4 Years
 "I had no direction, no lead generation systems, but I did my research and the common denominator of the most successful agents in my marketplace was they >> cont'd"

TODAY'S TOP STORIES

Mortgage rates rise: 30-year hits 4.04%

Interest rates on a 30-year, fixed-rate mortgage rose this week to 4.04%, the highest level in months, as inflation pressure starts to increase. [Read more](#)

Time to buy? Fence-sitters starting to fear rising rates

Mortgage applications for refinancings and home purchases surged 4.1% last week, even though rates went up, not down, because more consumers are concerned that a record-long run of low mortgage rates may be drawing to a close. [Read more](#)

LIVE THE MARGARITAVILLE Lifestyle
 New Vacation Homes - Short-term Rental Opportunity
[LEARN MORE](#)

POSITION 2
 300 x 250
 Rectangle

Entire operation of federal consumer regulator under review

The Consumer Financial Protection Bureau has played a major role regulating mortgage loans, but that could change some after a top-to-bottom policy analysis. [Read more](#)

Brokers: How do businesses handle emotional problems?

What happens if a top producer becomes severely depressed? A business can't be sacrificed, but offering help also sends a positive message to everyone else. [Read more](#)

U.S. new-home starts tumbled 8.2% in Dec.

The Commerce Department said most of the decline stems from builders starting work on fewer single-family houses, a reversal from robust gains last fall. [Read more](#)

POSITION 3
 Text Ad
 See text ad specifications

ADVERTISEMENT

How to make a \$Million dollars selling real estate
 "No charge 3-hour boot camp reveals proven strategies to break through the ceiling on production while working less. Only serious agents looking for massive growth should [More >>](#)"

NOW YOU KNOW

Website too far down when clients search for a Realtor?

You want prospects to find you easily online. Google doesn't explain how it ranks websites, but tech experts are uncovering some trends. [Read more](#)

POSITION 4
 Text Ad
 See text ad specifications

ADVERTISEMENT

Virtual twilight: make your listings stand out, day and night
 Instantly stage a listing's exterior to appear as if it's photographed at dusk. Learn more about VHT Studios' full suite of Virtual Staging services [Get started >>](#)



FloridaRealtors® Legal News

DAILY LEGAL E-NEWSLETTER ADVERTISING

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.

2019 EMAIL-NEWSLETTER ADVERTISING RATES

AD UNIT	AD SIZE	PLACEMENT	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Banner	468 x 90	Position 1	\$850	\$815	\$775	\$735
Rectangle	300 x 250	Position 2	825	785	755	725
Text	See specs	Position 3	775	725	675	625
Text	See specs	Position 4	725	685	640	595

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

For advertising inquiries, contact Jeff Felbab at (407) 438-1400 ext. 2351 or advertise@far.org

The screenshot shows the layout of the Florida Realtors Legal News e-newsletter. At the top, it says 'Florida Realtors LEGAL NEWS' with the date 'January 15, 2018'. Below the header is a 'WIS Agent' banner with the text 'Automate Your Business - Save Time - Make More Money' and '30 Day Free Trial!'. The main content area includes several articles with headlines like 'Was that escrow deposit made? How to verify', 'Dear Anne: The listing broker got paid more than me!', 'Can non-conforming home changes become legal over time?', and 'Is it ever okay to ignore a rental's broken appliance?'. There are also advertisements for office supplies and real estate investment. Four yellow callout boxes point to specific positions: Position 1 (Banner), Position 2 (Rectangle), Position 3 (Text Ad), and Position 4 (Text Ad).

POSITION 1
468 x 90
Banner

POSITION 2
300 x 250
Rectangle

POSITION 3
Text Ad
See text ad specifications

POSITION 4
Text Ad
See text ad specifications

eBLAST ADVERTISING RATES

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 image shows a preview of an eBlast email template. At the top left is the Florida Realtors logo with the tagline "The Voice for Real Estate in Florida". To the right of the logo is the text: "Florida Realtors® brings special offers to you from trusted partners whose products can help you succeed." The main body of the email features a large photograph of a residential neighborhood with palm trees and houses. Overlaid on the photo is the text "Help Florida buyers find homes this spring" and a red button that says "I'M INTERESTED ►". The realtor.com logo is visible in the bottom right corner of the photo. Below the photo, the text reads: "This email was sent by: Florida Realtors" and "7025 Augusta National Dr., Orlando, FL 32822-5017". At the bottom right, there is a blue "Unsubscribe" link.

FloridaRealtors.org

OFFICIAL WEB SITE OF FLORIDA REALTORS

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.

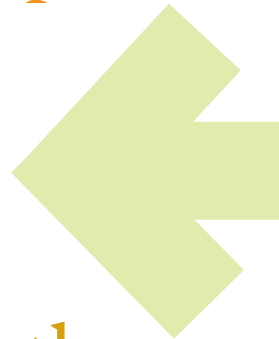


BANNER ADVERTISING RATES:
\$999 per month

535,000
page views
per month

273,000
sessions per
month

137,000
unique
visitors
per month



300 X 250
EXAMPLE



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.