

MAINE REALTOR®

The official publication of the MAINE ASSOCIATION OF REALTORS®

2021 INFORMATION AND RATE CARD



► Targeted Readership

MAINE REALTOR® is direct mailed to **5,610** Maine Association of REALTOR® members plus over **1,000** business professionals

Maine REALTORS® had over **24,000*** property sales worth over **\$5.6 billion** in 2018.

*15,557 transactions were financed

- MAINE REALTOR® is the official publication of the Maine Association of Realtors.
- MAINE REALTOR® is direct mailed to over 6,300 practicing real estate agent members, affiliates and business professionals.
- MAINE REALTOR® is available in a scalable, online edition with clickable, hot linked ads taking readers directly to advertiser's websites.
- Our readers are trusted professionals who interact with thousands of buyers and sellers each year and are frequently asked to recommend products and services to their clients.
- Maine Realtors are independent contractors running their own small businesses and purchase their own equipment and services.
- MAINE REALTOR® is the only local magazine that reaches all Maine Realtors. Our members were instrumental in guiding buyers and sellers through 24,000 residential real estate and land sales transactions in 2018 worth over \$5.6 billion.

Regular Editorial Features

- President's Perspectives
- State news round up from local boards and members
- Tables and graphs showing activity in the market
- Law and ethics - questions answered, legal updates, findings by the MEREC
- What's up in Augusta - Legislative Update - lobbying and advocacy
- Technology news and info to keep members performing at their best
- Commercial real estate connection
- MAR, MLS, MAR Foundation updates

Contact Us For Advertising Sales

Jonathan Whitney Publisher, Advertising Sales
(207) 671-7595 | jonwhitney123@gmail.com
whitneypublishing.com

Rate Chart

Standard Rates for Maine REALTOR®

Size	1X	4X
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Premium Positions

back cover	\$1,950	\$1,650
inside front	\$1,750	\$1,500
inside back	\$1,600	\$1,400
page 3	\$1,500	\$1,300

Standard Positions

full page (live area) 7.875 in x 10.375 in (bleed) 8.625 in x 11.125 in (non-bleed) 8 in x 10.5 in	\$1,250	\$1,100
1/2 page (horiz) 7.8125 in x 4.875 in (vert) 3.625 in x 10 in	\$900	\$750
1/3 page (horizontal) 7.8125 in x 2.875 in (vertical) 2.25 in x 10 in	\$750	\$600
1/4 page (horiz) 7.8125 in x 2.5 in (vert) 3.75 in x 4.875 in	\$650	\$500
1/6 page 2.25 in x 4.875 in	\$550	\$400
1/12 page 2.25 in x 2.25 in	\$350	\$250

Business Directory ads are \$150 per issue and require a four issue commitment. There is a \$50 composition fee if you'd like us to put your ad together. If you would like us to design your ad our design fee is \$75/hour.



Ad reservation deadlines:

Winter, 2021 - Nov 25, 2020

Spring, 2021 - Feb 26, 2021

Summer, 2021 - May 28, 2021

Fall, 2021 - Aug 27, 2021

Recommended / 4X

Make Frequency Part of Your Strategy

Marketers talk about "The Rule of Seven": the idea that people need to see your marketing message seven times before they take action.

Source: Successful Software, www.successfulsoftware.net

PAYMENT POLICIES

All ads must be paid for within 30 days of invoicing. Nonpayment will result in exclusion from future issues unless other arrangements are made with the publisher. Make checks payable to: Maine REALTOR® and mail them to P.O. Box 354, Harrison, ME 04040. Credit card payments are also accepted

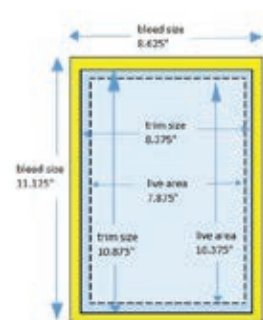
ADVERTISING POLICIES

Advertiser and advertising agency assume liability for all ad content and also assume responsibility for any claims made against the publisher, and agree to indemnify the publisher and the Maine Association of Realtors against any expense or loss suffered by reason of such claim. Misprints, if caused by the publisher, will be compensated only by replacement of ad in a subsequent issue.

The Maine Association of REALTORS® and JW Publishing reserve the right to accept or reject any advertisement for the magazine.

FILE REQUIREMENTS

PDF files are strongly preferred. For full page ads with bleeds only, please ensure no ad copy appears outside the image area. Artwork must separate into CMYK. All fonts must be converted to outlines or rasterized; embedded images in Illustrator must be included with the file. Please save Illustrator generated files in EPS format. Ads may be sent to talleydesign@gmail.com electronically (up to 10 MB).



live area: 7.875x10.375
safety area: 1/4\" all sides
bleed area: 1/8\" all sides