

MAINE REALTOR®

The official publication of the MAINE ASSOCIATION OF REALTORS®

2021-22 INFORMATION AND RATE CARD



► Targeted Readership

MAINE REALTOR® is mailed to over **5,500** Maine Association of REALTOR® members plus over **1,000** business professionals

Maine REALTORS® had over **23,000** property sales worth over **\$7.2 billion** in 2020.

- **MAINE REALTOR®** is the official publication of the Maine Association of Realtors.
- **MAINE REALTOR®** is direct mailed to over 6,500 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 over 23,000 residential real estate transactions in 2020 worth over \$7.2 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 MREC
- 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

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Maine REALTOR® Rate Chart

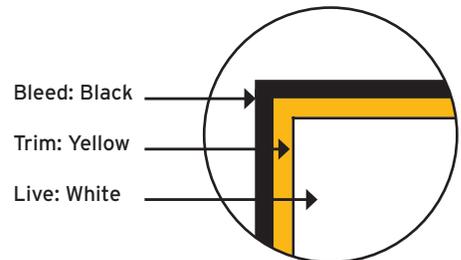
Standard Positions		SIZE	PRICE 1x	PRICE 4x
	FULL PAGE BLEED	(live area) 8 in x 10.5 in (trim) 8.375 in x 10.875 in (bleed) 8.625 in x 11.125 in	\$1,250	\$1,100
	FULL PAGE NON-BLEED	8 in x 10.5 in	\$1,250	\$1,100
	1/2 PAGE	(horiz) 7.8125 in x 4.875 in (vert) 3.625 in x 10 in	\$900	\$750
	1/3 PAGE	(horiz) 7.8125 in x 2.875 in (vert) 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

AD RESERVATION DEADLINES

Summer '21 - May 28, 2021
 Fall '21 - August 27, 2021
 Winter '21/'22 - November 24, 2021

FILE REQUIREMENTS

- Files should be submitted in the PDF/X1-a 2001 format
- Images and graphics must be CMYK
- Images and graphics must be 300 dpi
- Please e-mail any questions to talleyodesign@gmail.com



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

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.

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.