



# AD RATES & DEADLINES

[www.IllinoisRealtors.org/Advertise](http://www.IllinoisRealtors.org/Advertise)

Why advertise with Illinois REALTORS®? With more than **44,000** Illinois REALTORS®, our association ranks among the top six largest state associations of the National Association of REALTORS®, the largest trade organization in America.

**Reserve your ad today! Call (217) 529-2600 or email [sponsor@IllinoisRealtors.org](mailto:sponsor@IllinoisRealtors.org)**

## Print Advertising

Published four times a year, *Illinois REALTOR® magazine* is the official publication of the association. It is also available online at [www.IllinoisRealtors.org/Magazine](http://www.IllinoisRealtors.org/Magazine)

Circulation: **44,000**

Frequency: **Quarterly, 4X a year**

	Ad Closing	Artwork Due	Mail Date
<b>January</b>	Nov. 8	Nov. 18	Dec. 21
<b>April</b>	Feb. 7	Feb. 20	March 22
<b>July</b>	May 9	May 18	June 21
<b>October</b>	Aug. 8	Aug. 18	Sept. 21

For print ad sizes and specs, visit [www.IllinoisRealtors.org/Advertise](http://www.IllinoisRealtors.org/Advertise)

	1x	4x
<b>Two-page spread – b&amp;w</b>	\$3,500	\$2,800/issue
<b>Two-page spread – full color</b>	\$4,100	\$3,400/issue
<b>Full page – b&amp;w</b>	\$2,000	\$1,600/issue
<b>Full page – full color</b>	\$2,600	\$2,200/issue
<b>Half page – b&amp;w</b>	\$1,300	\$1,000/issue
<b>Half page – full color</b>	\$1,700	\$1,350/issue
<b>Quarter page – b&amp;w</b>	\$950	\$750/issue
<b>Quarter page – full color</b>	\$1,200	\$1,000/issue
<b>Classified/Referral – full color</b>	\$217	\$173/issue

### Premium Rates

Inside Front Cover	\$3,000
Inside Back Cover	\$2,800
Back Cover	\$3,000



## Online Advertising

### Website ([www.IllinoisRealtors.org](http://www.IllinoisRealtors.org))

Page views per quarter: 216,275

Visitor sessions per quarter: 80,733

Average page views per session: 2.68



	1 month	3 months	6+ months
<b>Homepage</b> 270 x 233 px (horiz.)	\$650	\$625/mo.	\$600/mo.
<b>Leaderboard</b> 468 x 60 px	\$300	\$275/mo.	\$250/mo.
<b>Right skyscraper</b> 125 x 240 px	\$300	\$275/mo.	\$250/mo.
<b>Left skyscraper</b> 175 x 282 px	\$300	\$275/mo.	\$250/mo.
<b>Button</b> 125 x 90 px	\$150	\$125/mo.	\$100/mo.

### Weekly Connection e-newsletter

Distribution: Emailed every Tuesday, and also available online for 44,000 Illinois REALTORS® & the general public.

	1 month	3 months	6+ months
<b>Square</b> 125 x 125 px	\$960	\$900/mo.	\$850/mo.

Ads for [www.IllinoisRealtors.org](http://www.IllinoisRealtors.org) or *Weekly Connection* are due **one week** before contract start date.

See table below for ad deadlines for *Designated REALTOR® Legal e-newsletter*.

For more information: [www.IllinoisRealtors.org/Advertise](http://www.IllinoisRealtors.org/Advertise)

### Designated REALTOR® Legal e-newsletter

Targeted legal, housing market and management information for Illinois Managing Brokers — the top decision makers in every Illinois firm!

Distribution: 7,800 • 6x per year via email, also available online

	1 issue	2 issues	3+ issues
<b>Square</b> 165 x 165 px	\$630	\$580/issue	\$530/issue

	Ad Closing	Materials Due
<b>January</b>	Dec. 15	Dec. 22
<b>March</b>	Feb. 15	Feb. 22
<b>May</b>	April 14	April 21
<b>July</b>	June 15	June 22
<b>September</b>	Aug. 15	Aug. 22
<b>November</b>	Oct. 16	Oct. 23



**CONTACT:** Illinois REALTORS® Advertising & Sponsorship • (217) 529-2600 • [sponsor@IllinoisRealtors.org](mailto:sponsor@IllinoisRealtors.org)  
522 S. Fifth Street, Springfield, IL 62701 • [www.IllinoisRealtors.org](http://www.IllinoisRealtors.org)