

ILLINOIS ASSOCIATION OF REALTORS®

The Voice for Real Estate in Illinois

Media Kit

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**ILLINOIS
ASSOCIATION OF
REALTORS®**



**Access One of the Strongest & Largest
Real Estate Markets in the Nation**

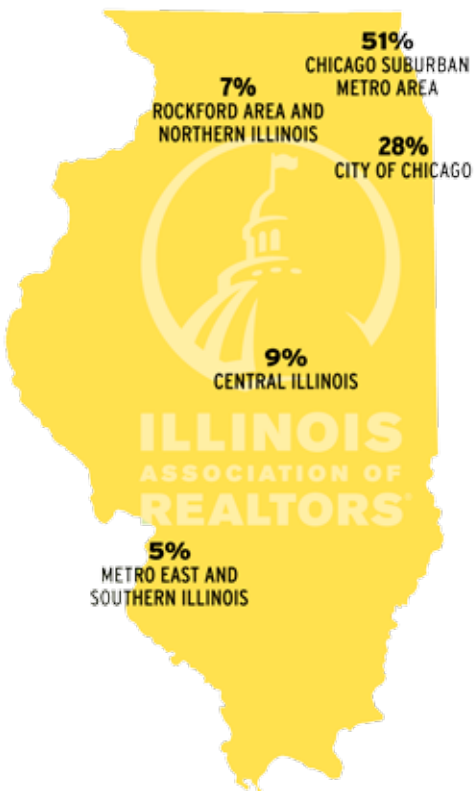
In Print, Online, In Person.



The Illinois Association of REALTORS® is the leading private property advocate in Illinois and The Voice for Real Estate in Illinois. IAR is an advocate for a healthy business environment and a resource for its members statewide.

Illinois Association of REALTORS® Media Kit

Demographics • Magazine • Online • Broker/Managers • Sponsorships & Expo • Ad Specs



Demographics

44,000 Members | 8,500 Real Estate Companies

Get your company's products and services in front of the 44,000 Illinois professionals who are active in all facets of the real estate business - residential real estate sales, management, development and appraisal.

Illinois REALTOR® Profile

REALTORS® have become the primary source of information regarding every aspect of homeownership, placing them in a unique position of influence.

- Typical Illinois REALTOR® has 15 years of experience in the business
- 55 years median age
- 54% female
- 46% male
- 95% registered to vote
- 56% have a website
- Spend a median \$4,000 for real estate expenses each year with 10% spent on online marketing and promotion
- Technology used daily: e-mail (88%), laptop/desktop computer (88%), cell phone (69%), mobile smartphone (65%), digital camera (28%), GPS (27%)

Give The Information They Are Looking For.

REALTORS® depend on a wide variety of products and services to help them provide reliable, dependable service to their clientele. They are involved in their company's decision to purchase products and services for their business, and they also recommend products and services to their clients on a regular basis.

- Office products and services
- Home protection and warranties
- Financial programs and services
- Internet and e-mail marketing
- Computer products and software
- Website development
- Mobile devices
- Virtual tours
- Cameras and video equipment
- Signage systems
- Escrow, title and mortgage services
- Internet services
- Appraisal and inspection services
- Cars and auto accessories

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BONUS:

Digital Exposure!

<http://digitalmag.illinoisrealtor.org>



View from your mobile phone (iPhone, BlackBerry and Android devices) or iPad!

Illinois REALTOR® Magazine

Published four times a year, *Illinois REALTOR®* magazine is the official publication of the Illinois Association of REALTORS® (IAR). With 44,000 members, **IAR ranks among the top six largest state associations** of the National Association of REALTORS®, the largest trade organization in America.

Illinois REALTOR® magazine provides practical business ideas and tips, informed legal and legislative analysis specifically of interest to Illinois REALTORS®.

Members value what they find in their *Illinois REALTOR®* magazine. Here's what readers had to say in a 2010 Communications Audit:

"I love the magazine and enjoy reading it."

"I find it to be one of the best tools for keeping up to date."

"I like that I can take it with me and read it an open house."

"It's informative and they seem to have cutting-edge topics."

Circulation: 44,000

Frequency: Quarterly, 4X a year

Target Audience

Illinois REALTORS®
Broker Managers
Appraisers and Lenders

Advertising Only Matters When It Is Seen.

Illinois REALTOR® ranks first among readers as the most useful publication for their business.

- 72% of broker-owners/managers rate the magazine extremely useful/useful
- 86% say they are most likely to share the magazine with others

DIGITAL!

Illinois REALTOR® Magazine has a digital audience

- Add a multimedia advertisement, video or slide show to your advertisement to capture online reader attention!
- All advertisers are featured in the online digital magazine with live links.

Illinois Association of REALTORS® Media Kit

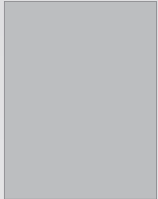
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Cont . . .

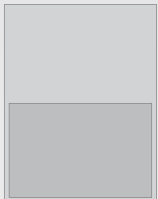
Ad Sizes



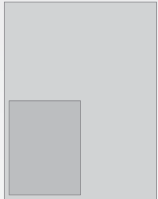
Two Page Spread
16.75 x 10.875



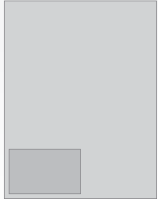
Full Page
8.375 x 10.875



1/2 Page Horizontal
7.5 x 4.75



1/4 Page Vertical
3.75 x 4.75



1/8 Page Horizontal
3.75 x 2.25

Illinois REALTOR® magazine

2012 Deadlines

Month	Ad Closing	Materials Due
January	November 8	November 15

New Year's Resolution: License Law Transition
New Year, New Laws
Housing Market Forecast
RPAC Recognition

Month	Ad Closing	Materials Due
April	February 1	February 15

Tips from Top Producers: Profitability & Marketing
Mobile Warriors: The Successful Mobile Agent
Fair Housing
IAR Advocacy: What We're Fighting For

Month	Ad Closing	Materials Due
July	May 1	May 15

How to Motivate Buyers
Short Sales Now
Property Management and Turning Renters into Buyers
Commercial

Month	Ad Closing	Materials Due
October	August 1	August 15

Appraisals
Investment Property
Lending Now
FSBO

DISPLAY RATES

	1X	4X
2 Page Spread		
Black & White	\$3,500	\$2,800
Full Color	\$4,100	\$3,400
Full Page		
Black & White	\$2,000	\$1,600
Full Color	\$2,600	\$2,200
1/2 Page		
Black & White	\$1,300	\$1,000
Full Color	\$1,700	\$1,350
1/4 Page		
Black & White	\$950	\$750
Full Color	\$1,200	\$1,000
1/8 Page		
Black & White	\$500	\$400
Full Color	\$650	\$550

PREMIUM RATES

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

Added Value:

All rates include digital viewing and live links in digital magazine!
<http://digitalmag.illinoisrealtor.org>

- Trim size: 8.375" x 10.875"
- Full page ads can include .25" bleed
- Saddle stitch binding
- 60# matte stock

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Cont . . .

Digital Upgrade

Add multimedia to your ad in the *Illinois REALTOR® Digital Magazine*. Or purchase digital-only advertising.

Cost = starts at \$300



View from your mobile phone (iPhone, BlackBerry and Android devices) or iPad!

MOBILE TECH STATS

What mobile devices do Illinois REALTORS® use for business?

iPhone	27.7%
BlackBerry	23.3%
Cell phone (no e-mail/Internet)	22.8%
Android	20.9%
iPad	7.9%
Other	6.8%

*IAR 2011 Readership Survey

Nearly two-thirds of members use a smartphone (64% rising to 78% among those 40 and under and 77% among those ages 41-50), according to a 2010 Communications Audit.

Illinois REALTOR® magazine

Digital



Catch the attention of the online digital reader with a digital upgrade to your featured ad and website link:

- Audio
- Video
- Slide show
- Special effects advertising (blow-ins, pop-up ads)

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www.illinoisrealtor.org



Online Advertising

More REALTORS® Are Going Online For Their Information.

You can reach IAR's 44,000 members via the Web and online publications.

The IAR website at www.illinoisrealtor.org allows members to get the information they need quickly. It's the Illinois REALTOR®'s one-stop shop, 24/7 for the latest news and resources, market stats, contracts and forms, as part of their membership benefit.

- Page views per month: 89,481
- Visits per month: 21,195
- Average page views: 4.13

www.illinoisrealtor.org

BANNER ADVERTISING **1 MONTH**
(3X min.)

120 x 90 pixels

\$400

Place your ad on one of these select Web pages:

- Market Stats
- Career in Real Estate
- Education
- Events
- Property Search
- Local Association
- Directory
- News Releases
- Publications
- *Illinois REALTOR® Magazine*

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Cont . . .



E-mailed every week to Illinois REALTORS®!

Illinois REALTOR® Weekly Connection

E-NEWSLETTER BANNER AD	1 MONTH	3 MONTH	6+ MONTHS
Weekly	\$1,600	\$1,350	\$1,100

Only 2 banner ads per issue
125 x 125 pixels

Deadlines: One week prior to start date

Reach IAR members through this exclusive e-mail opportunity.

Put your company just a click away from Illinois' most active real estate professionals—a powerful target audience.

The *Illinois REALTOR® Weekly Connection* is packed with important information to keep Illinois REALTORS® up-to-date on legal, legislative and other Association and industry news.

Here's what members said about Illinois REALTOR® Weekly Connection in a 2010 Communications Audit:

"Most useful – updates on what's going on in the industry, more specific issues relating to IAR."

"I like the links so that I can look at something else."

Distribution

Every week IAR members stay connected to the latest real estate news and updates affecting their industry through the *Weekly Connection* e-newsletter.

Not only is it e-mailed each week, it is also available online for members.

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*E-mailed to over
8,000 prominent
REALTORS®!*

D.R. Legal News

Targeted legal, housing market and management information for Illinois broker-managers

Here's your opportunity to reach the 8,000+ board leaders, attorneys and Illinois designated REALTORS® and/or managers for each office—the top decision makers in every Illinois firm! Reach the decision maker.

D.R. Legal News is issued four times a year and available online to a digital audience.

DISPLAY AD RATES

4 ISSUES

1/2 Page

\$2,200

1/8 Page

\$800

ISSUE

AD CLOSING

MATERIALS DUE

February

Jan. 16

Jan. 23

May

April 16

April 23

August

July 16

July 23

November

Oct. 15

Oct. 22

Top-rated content:

- legal analysis on hot topics by IAR legal counsel
- legal case studies
- best practices from Illinois broker-managers
- Illinois housing stats and analysis

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Expo & Sponsorship Opportunities

Market directly to Illinois REALTORS® at IAR events.

IAR Spring Conference & Expo

BOOTH SPACE	EARLY-BIRD	REGULAR
Prime Booth	\$395	\$470
Regular Booth	\$450	\$525
Adjacent Booth (2nd booth)	\$280	\$280

Spring Conference average attendance (2007-2011) = 687

IAR Fall Conference & Expo

BOOTH SPACE	EARLY-BIRD	REGULAR
Prime Booth	\$700	\$775
Regular Booth	\$600	\$675
Adjacent Booth (2nd booth)	\$475	\$475

Convention average attendance (2006-2010) = 1,325



Effective Face-to-Face Sales

The IAR Fall Conference & Expo is the best education and networking value for the Illinois REALTOR®. They come looking for the latest products and services to help them succeed!

Save the Date!

2012 IAR Spring Conference & Expo: May 2-3, 2012, Collinsville

2012 IAR Fall Conference & Expo: October 2-4, 2012, St. Charles

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Conference Sponsorship Benefits

Sponsor Benefits / Packages

Sponsorship Levels	Diamond	Platinum	Gold	Silver	Bronze
Full Page ad in Illinois REALTOR® Magazine (subject to approval by IAR legal counsel)	✓				
Half-Page ad in Illinois REALTOR® Magazine (subject to approval by IAR legal counsel)		✓			
Quarter-Page ad in Illinois REALTOR® Magazine (subject to approval by IAR legal counsel)			✓		
2 free banner ads in the IAR Weekly Connection e-newsletter (subject to approval by IAR legal counsel)	✓	✓			
Company logo on ALL promotional material for Convention	✓				
(50) Free Expo only Registrations (\$2,000 Value)	✓				
(20) Free Expo only Registrations (\$800 Value)		✓			
(10) Free Expo only Registrations (\$400 Value)			✓		
(5) Free Expo only Registrations (\$200 Value)				✓	
(4) Free full Convention Registrations (\$500 value)	✓				
(2) Free full Convention Registrations (\$250 value)		✓			
(1) Free full Convention Registrations (\$125 value)			✓	✓	
(4) Free Inaugural Banquet Tickets (\$280 value)	✓				
(2) Free Inaugural Banquet Tickets (\$140 value)		✓			
(1) Free Inaugural Banquet Tickets (\$70 value)			✓		
Complimentary Booth Space (s)	✓	✓	✓	✓	✓
(1) set of pre-show and (1) set of post-show attendee mailing labels	✓	✓	✓	✓	✓
Listing in program booklet	✓	✓	✓	✓	✓
Listing on trade show entrance unit	✓	✓	✓	✓	✓
Signage at your expo booth indicating you are a sponsor	✓	✓	✓	✓	✓
Signage adjacent to sponsored event, activities, etc.	✓	✓	✓	✓	✓
Opportunity to introduce speakers (for session sponsors)	✓	✓	✓	✓	✓
Recognition from event podium	✓	✓	✓	✓	✓
Sponsorship recognition and link on the IAR Convention website	✓	✓	✓	✓	✓
30% off future Advertising Space in the Illinois REALTOR® Magazine (two issues of your choice) *Note: for new advertisers not currently under contract. Subject to approval by IAR legal counsel.	✓	✓	✓	✓	✓
Free one year subscription to the Illinois REALTOR® Magazine	✓	✓	✓	✓	✓
TOTAL	\$6,000	\$4,000	\$2,000	\$1,000	\$1,000 ↓

Mechanical Requirements

Web/E-mail

- Acceptable formats: animated GIF, JPEG, PNG
- 72 dpi resolution
- E-mail advertisement and accompanying URL hyperlink for content review to lfein@iar.org one week prior to contract start date.

Print/Display

- Adobe PDF is the preferred file format. TIPS: All fonts must be embedded and subset. For optimum conversion, save your document to a PostScript file (eps), then convert the PostScript file to PDF using the Acrobat Distiller (which comes with Adobe Acrobat). Or use "Press-Optimized" distiller option (PDFx-1A preferred, and NOT "Screen" or "Print Optimized"), PDF 1.3 compatibility preferred. Check the print settings, such as colors, printer marks, bleeds and separations. Include bleeds on full-page ads.
- Application files also accepted: Adobe Illustrator 10 and above (eps); Adobe Photoshop 4 and above (pdf, tif or eps); Adobe InDesign; and Quark Xpress 4 and above. TIPS FOR SAVING/SENDING ART: Include all files that have been placed, embedded, nested or imported into your layout. Convert all type to outlines or include all necessary fonts (screen and printer fonts for PostScript fonts). Placed images should be tif or eps format, 300 dpi or higher. Color should be converted to CMYK (not RGB). All layers should be flattened before saving in order to retain transparency effects. Avoid "hairline" rules.
- To submit artwork: E-mail file to lfein@iar.org, along with faxed proof (maximum file size accepted by e-mail is 10MB). Mail CD Rom along with printed proof to Illinois Association of REALTORS®, ATTN: Lyndee Fein, 522 S. Fifth Street, Springfield, IL 62701.

Illinois REALTOR® Magazine Digital Upgrades: Call for details.

Refer to advertising agreement for complete advertising terms and conditions.



ILLINOIS
ASSOCIATION OF
REALTORS®

P.O. Box 19451 • Springfield, IL 62794-9451 • TEL. 217-529-2600 • FAX. 217-529-3904
www.illinoisrealtor.org • IAccess@iar.org

Membership numbers are approximate and based on 2010-2011 membership records. Illinois REALTOR® media information sources: Illinois Association of REALTORS® membership records; Illinois Association of REALTORS® surveys; National Association of REALTORS® profile of REALTOR® members in Illinois.