



## Illinois REALTOR® Magazine



Illinois REALTOR® magazine is the official publication of the association. With 44,000 members, Illinois REALTORS® ranks among the top six largest state associations of the National Association of REALTORS®, the largest trade organization in America.

Illinois REALTOR® is filled with timely, topical information for the state's real estate professionals. In addition to a mailed print edition, the magazine is also available online at [www.IllinoisRealtors.org/Magazine](http://www.IllinoisRealtors.org/Magazine).

**Circulation:**  
44,000+

**Frequency:**  
Quarterly,  
4x/yr.

### Premium Rates

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

Saddle stitch binding; 60# matte stock

See next page for submission guidelines and tips.

### Deadlines & Mail Dates

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

**Reserve your print ad today!**

Call (217) 529-2600 or email [sponsor@IllinoisRealtors.org](mailto:sponsor@IllinoisRealtors.org)

### DISPLAY ADS: SIZES & RATES



White border

Bleed (will be trimmed off; ink will go to the edge of the page)



#### Two-Page spread

16.25 x 10.375"

(Ad will have 1/4" (.25") white border when printed)

#### Two-Page Spread, with bleeds

Size including bleeds: 17 x 11.125"

Trim Size: 16.75 x 10.875"

|            | 1x      | 4x            |
|------------|---------|---------------|
| B&W        | \$3,500 | \$2,800/issue |
| Full Color | \$4,100 | \$3,400/issue |



Bleed (will be trimmed off; ink will go to the edge of the page)



#### Full Page

7.875 x 10.375"

(Ad will have 1/4" (.25") white border when printed)

#### Full Page, with bleeds

Size including bleeds: 8.625 x 11.125"

Trim Size: 8.375 x 10.875"

|            | 1x      | 4x            |
|------------|---------|---------------|
| B&W        | \$2,000 | \$1,600/issue |
| Full Color | \$2,600 | \$2,200/issue |



#### 1/2 Page Horizontal

7.5 x 4.75"



#### 1/4 Page Vertical

3.75 x 4.75"

|            | 1x      | 4x            | 1x         | 4x            |
|------------|---------|---------------|------------|---------------|
| B&W        | \$1,300 | \$1,000/issue | B&W        | \$950         |
| Full Color | \$1,700 | \$1,350/issue | Full Color | \$1,200       |
|            |         |               |            | \$750/issue   |
|            |         |               |            | \$1,000/issue |



#### Classified

2.5 x 2.5"

|            | 1x    | 4x          |
|------------|-------|-------------|
| Full Color | \$217 | \$173/issue |



# Print Ad Preparation & Submittal

## To submit artwork:

Email file to [sponsor@IllinoisRealtors.org](mailto:sponsor@IllinoisRealtors.org)  
(maximum file size accepted by email is 10MB).

Refer to advertising agreement for complete advertising terms and conditions.

See page 3 for ad sizes and specs.

**Adobe PDF (press quality, with crop marks) is the preferred file format.** You may also send native files (AI, INDD, PSD) as long as all fonts are outlined/embedded and all images/vectors are embedded or "packaged."

\*\*\* Note: For full page ads or two-page spreads, you have the option of full bleed. If you do not include bleeds, your ad will have a 1/4" (.25") white border when printed.

To export to PDF from Adobe InDesign: Go to File > Export and then select "PDF" from the dropdown menu of file formats. Click "Save." A window should come up (see below) with options. Choose "Press Quality" from the top dropdown menu. Under the sidebar tab "Marks and Bleeds," check the boxes to include all printer's marks and to "Use Document Bleed Settings."

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### What is a "bleed"?

When pages are printed on a press, the paper can shift and cause inconsistent margins. For this reason, for the ink to appear to go to the very edge of the page, the designer must make their artwork and background colors extend into the "bleed area," or the area beyond the edge of the pre-trimmed page. The bleed ensures that no unprinted edges occur in the final trimmed document.

### TIPS:

- Keep all text/logos at least 3/16" (.1875") away from the edge of the page or they may be cut off.
- For best results, images within the ad should be TIF or EPS format, 300 dpi or higher. Color should be converted to CMYK (not RGB and with all spots converted to "process"). All layers of placed images should be flattened in order to ensure transparency effects.
- Convert all type to outlines.
- Avoid "hairline" rules.

