



ADVERTISING  
**media kit**  
2012

**REALTORS® | APPRAISERS | INSPECTORS | BROKERS | ATTORNEYS | BANKERS | LOBBYISTS**

CONTACT

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VP, Marketing and Communications

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**WRA** Wisconsin  
REALTORS®  
Association

About the

# Wisconsin REALTORS® Association



## OUR HISTORY

The Wisconsin REALTORS® Association (WRA) and its members have helped residents find homes for over 100 years. Formed in 1909 as the Wisconsin Association of Real Estate Brokers, the WRA began in Green Bay with 209 members. Their goal was to create a statewide organization of brokers that would help standardize the practice of real estate in Wisconsin.

## WISCONSIN'S REAL ESTATE INDUSTRY

Today the WRA's membership is made up of 3,400 firms of 1 to 1,400 person offices. The WRA represents and provides services to more than 14,000 members, including sales agents, brokers, appraisers, inspectors, attorneys, loan officers, legislators, and other professionals. The WRA strives to differentiate sales agents from REALTORS®, explaining that REALTORS® are members of their state association, who abide by a strict code of ethics in handling transactions. They also receive updates about industry changes and best practices so they can better serve the industry and their customers.

## WHAT WE DO

The WRA is committed to helping REALTORS® succeed in their businesses. The WRA offers a legal hotline, education, a legislative team, industry news, monthly housing statistics, a referral database and a variety of print and electronic publications to keep members abreast of new developments in the industry.

## SHAPING THE FUTURE

The WRA reviews federal, state, and local government issues and represents the interests of real estate professionals and homeowners. Lobbyists help create laws that are fair to REALTORS®, economists keep track of housing sales statistics and other vital research, the REALTORS® Political Action Committee (RPAC) provides contributions to political candidates who support the industry, and the association offers information regarding land use and environmental issues. The WRA offers real estate agents pre-license courses and continuing education courses live, on DVD, and on demand.

# Wisconsin Real Estate Magazine



## Highlights

*Wisconsin Real Estate Magazine* is the only statewide real estate magazine in Wisconsin. It is the vital link between REALTORS® and the statewide organization. It provides more than 13,500 readers with industry news, legal topics, sales tips, market trends, legislative updates, technology articles, product reviews and more.

### CIRCULATION STATISTICS:

Wisconsin Real Estate Magazine has a CIRCULATION of:

**13,500** with a READERSHIP of **17,500**  
and is mailed **12** times a year



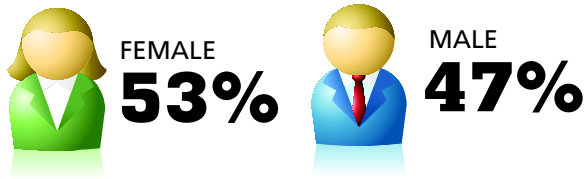
### TARGET AUDIENCE:

- REALTORS®
- Brokers
- Appraisers
- Bankers
- Attorneys
- Lobbyists
- Educators

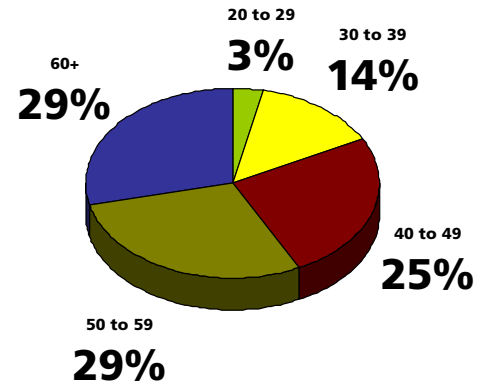
# Wisconsin Real Estate Magazine

## Reader Demographics

### GENDER



### AGE:



### READER CHARACTERISTICS:

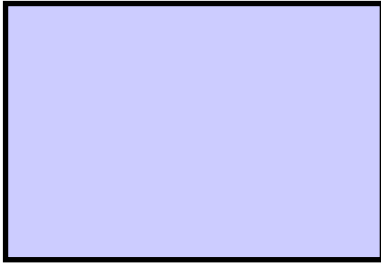
- 50%** have been in business in **FOR OVER 10 YEARS**
- 66%** work in offices with **10 OR MORE PEOPLE**
- 60%** spend **OVER 20 MINUTES** reading each issue
- 41%** keep the magazine **FOR SIX MONTHS OR MORE**
- 50%** **RUN OR MANAGE** real estate offices
- 94%** are **SATISFIED OR BETTER** with the magazine
- 98%** read **EVERY ISSUE**

### LIFESTYLE INTERESTS:

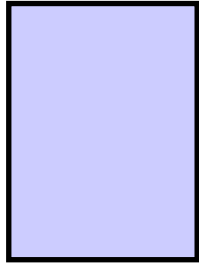
- |                            |                      |
|----------------------------|----------------------|
| <b>63%</b> TRAVEL          | <b>39%</b> GARDENING |
| <b>52%</b> EATING OUT      | <b>33%</b> WELLNESS  |
| <b>49%</b> SPORTING EVENTS | <b>30%</b> FESTIVALS |
| <b>45%</b> COOKING         | <b>31%</b> SHOPPING  |
| <b>39%</b> FITNESS         | <b>31%</b> COMPUTERS |
| <b>38%</b> MUSIC/THEATRE   | <b>21%</b> BOATING   |

# Wisconsin Real Estate Magazine

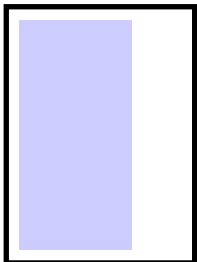
## Display Ad Options



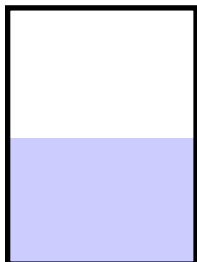
**Two Page Spread**  
17" x 10.875"



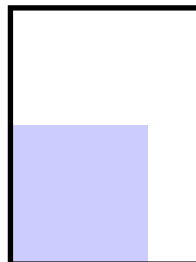
**Full Page**  
8.5" x 10.875"



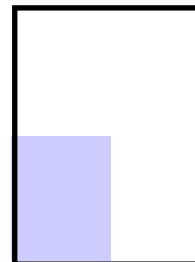
**2/3 Page Vertical**  
5.0" x 9.375"



**Half Page Horizontal**  
7.5" x 5.3125"

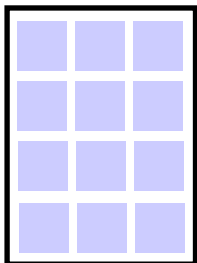


**1/3 Page Horizontal**  
4.5" x 4.875"

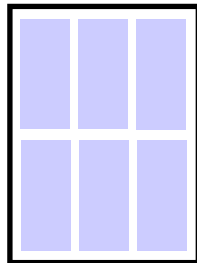


**1/4 Page Horizontal**  
3.5" x 4.875"

## Classifieds and Referral Ad Options



**Single Stack Classified**  
2.25" x 2.25"



**Double Stack Classified**  
4.5" x 2.25"

**Please note.**  
All sizes are non-bleed dimensions.  
For full bleed, add 1/8" to all borders.

# Wisconsin Real Estate Magazine

## 2012 Advertising Rates

<b>Black and White</b>	<b>Dimensions</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
Full page (trim size)	8.5" x 10.875"	\$805	\$720	\$650	\$585
2/3 page vertical	5.50" x 9.3125"	\$630	\$570	\$520	\$455
1/2 page horizontal	7.5" x 5.3125"	\$520	\$460	\$420	\$370
1/3 page horizontal (box)	4.5" x 4.875"	\$320	\$290	\$260	\$230
1/4 page vertical	3.5" x 4.875"	\$255	\$240	\$210	\$190
<b>Four Color</b>	<b>Dimensions</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
Full page (trim size)	8.5" x 10.875"	\$1,250	\$1,080	\$975	\$875
2/3 page vertical	5.50" x 9.3125"	\$1,030	\$925	\$840	\$750
1/2 page horizontal	7.5" x 5.3125"	\$915	\$825	\$745	\$675
1/3 page horizontal (box)	4.5" x 4.875"	\$690	\$620	\$555	\$500
1/4 page vertical	3.5" x 4.875"	\$575	\$520	\$460	\$420
<b>Covers</b>	<b>Dimensions</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
2nd cover (trim size)	8.5" x 10.875"	\$1,325	\$1,185	\$1,060	\$960
3rd cover (trim size)	8.5" x 10.875"	\$1,290	\$1,165	\$1,040	\$935
4th cover (trim size)	8.5" x 10.875"	\$1,350	\$1,215	\$1,090	\$985
<b>Other</b>	<b>Dimensions</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
Page 1 & 2 (trim size)	8.5" x 10.875"	\$1,205	\$1,080	\$970	\$870
Two page spread	17" x 10.875"	\$1,805	\$1,630	\$1,460	\$1,320
Classified Ad (single / double)	2.25" x 2.25"	\$65 / \$130	\$60 / \$120	\$55 / \$110	\$50 / \$100
Referral ad	2.25" x 2.25"	na	\$60	\$55	\$50
<b>Inserts</b>	<b>Dimensions</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
available upon request					

**Please note.**  
 All sizes are non-bleed dimensions.  
 For full bleed, add 1/8" to all borders.

\* Rates subject to change without notice. Please call for latest pricing.

# Wisconsin Real Estate Magazine

## 2012 Advertising Dates

<b>Issue</b>	<b>Space Closing</b>	<b>Materials Due</b>	<b>Drop Date</b>
January	Dec. 7	Dec. 21	Jan. 4
February	Jan. 4	Jan. 18	Feb. 1
March	Feb. 1	Feb. 15	Mar. 7
April	Mar. 7	Mar. 21	Apr. 4
May	Apr. 4	Apr. 18	May 2
June	May 2	May 16	Jun. 6
July	Jun. 6	Jun. 20	Jul. 5
August	Jul. 2	Jul. 18	Aug. 1
September	Aug. 1	Aug. 15	Sept. 5
October	Sep. 5	Sep. 19	Oct. 3
November	Oct. 3	Oct. 17	Nov. 7
December	Nov. 7	Nov. 21	Dec. 5

# Legal Update



## Highlights

The *Legal Update* examines real estate law and takes an inside look at handling legal matters in the field. In contrast to *Wisconsin Real Estate Magazine*, this publication is designed as a legal journal and offers less than two advertising positions per issue. Space is limited and available on a first-come, first-served basis.

## CIRCULATION STATISTICS

Circulation: 13,500 (electronic distribution)

Frequency: Monthly, 12 times a year

## PRIMARY TARGET AUDIENCE

- Real Estate Brokers
- Real Estate Owners
- Real Estate Managers

## SECONDARY TARGET AUDIENCE

- Real Estate Agents
- WRA Affiliates

## LEGAL UPDATE BENEFITS

A full legal update sponsorship includes a banner ad in WRA's Legal Update email and logo recognition in WRA's monthly legal update video.



# Legal Update

## 2012 Advertising Rates

<b>Black &amp; White</b>	<b>Dimensions</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
Full page	7.25 x 10	\$420	\$380	\$345	\$315
1/2 page horizontal	7.25 x 5	\$370	\$330	\$300	\$280
1/4 page verticle	3.625 x 5	\$185	\$165	\$150	\$140

\* Rates subject to change without notice. Please call 608.241.2047 for latest pricing.

## 2012 Advertising Deadlines

<b>Issue</b>	<b>Space Closing</b>	<b>Materials Due</b>	<b>Drop Date</b>
January	Jan. 2	Jan. 16	Jan. 30
February	Feb.6	Feb. 20	Feb. 27
March	Mar. 28	Mar. 11	Mar. 25
April	Apr. 3	Apr. 17	Apr. 31
May	May. 7	May. 21	May. 28
June	Jun. 5	Jun 19	Jun 26
July	Jul 7	Jul. 16	Jul. 23
August	Aug. 30	Aug. 14	Aug. 28
September	Sep. 4	Sep. 18	Sep. 25
October	Oct. 3	Oct. 17	Oct.24
November	Nov. 6	Nov. 20	Nov.27
December	Dec. 3	Dec. 17	Dec. 24

- About the WRA
- Magazine
- Legal Update
- **Online Advertising**
- Ad Requirements

# Online Advertising



## wra.org

Advertising on the WRA Web site is a perfect way to reach WRA members.

## Site Demographics

Unique visitors per month: 11,000\*

Pageviews per month: 83,174\*

Average page views / visitor: 3.6\*

## Banner Advertisements

Banner ads can be purchased on the WRA Web site for as low as \$40 per month (or \$3 CPM).

They publish to the side navigation bar within interior pages on the website with no more than seven other advertisers. You can also target your ad to appear only in specific sections of the WRA website or purchase premium positioning on the main home page. Banner ads are great ways to generate further interest in your products and services beyond traditional print media.

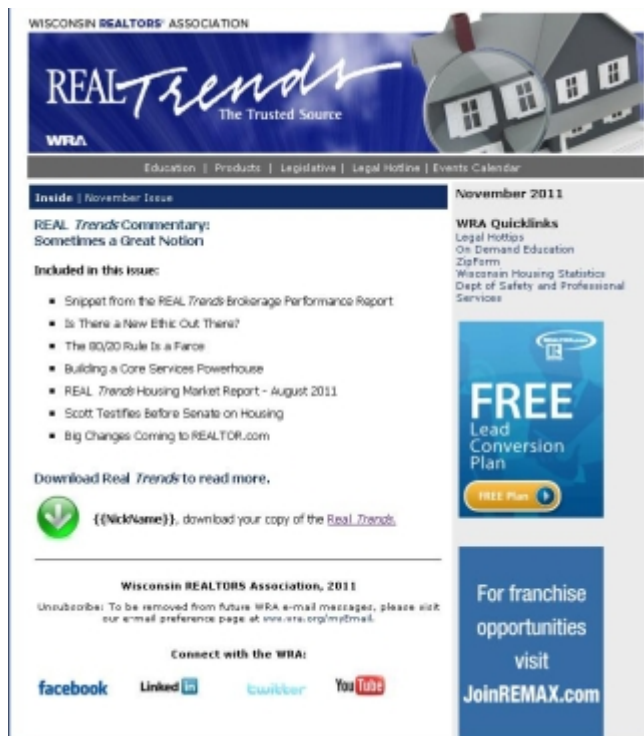
\* Google Analytics: December 2011

# Online Advertising



## E-mail Sponsorships

This is our most popular online advertising option. Rather than wait for people to come to you, be proactive and advertise in a monthly e-mail blast. An e-mail sponsorship gives you a static sidebar banner ad in one of our e-mails and a place for readers to click through to your site. The WRA distributes e-mail announcements to its members on a weekly basis. The WRA has a distribution list of approximately 12,000 names and can also target specific areas of the state. Call today for a complete schedule.



## Banner Advertising Rates

Banner Ad	Dimensions	1x	3x	6x	12x
Banner ad (interior pages)	215 x 160 pixels	na	\$50	\$45	\$40
Section sponsor ad	215 x 160 pixels	na	\$40	\$35	\$30
Home page hotspot	245 x 175 pixels	na	\$345	\$310	\$250
Home page banner	625 x 275 pixels	call	call	call	call

## E-mail Sponsorship Rates

	Dimensions	1x	3x	6x	12x
Targeted e-mails	155 x 210 pixels	.03/name	.028/name	.026/name	.024/name
All member e-mails	155 x 210 pixels	.017/name	.015/name	.013/name	.011/name

\* Rates subject to change without notice. Please call 608.241.2047 for latest pricing.

# Ad Requirements

## Mechanical Requirements

For ad sizes and dimensions, please refer to your rate card.

## Digital Requirements

All ads must be submitted electronically. No hard copies will be accepted. If you require design services, please contact the WRA at 608.241.2047.

### Accepted Media

E-mail

CD-ROM

If file sizes are still too large, the WRA recommends signing up for a FREE [sendthisfile.com](http://sendthisfile.com) account

### File Formats

#### Print Ads

hi-res PDF (preferred. please embed all fonts)

hi-res JPG (all images 300 dpi or higher)

#### Banner Ads

JPG (96 dpi or higher - RGB output only)

GIF (96 dpi or higher - RGB output only)

### Bleeds

Please pull edges by 1/8" past the trim size (.0125).

### Color Ads

Please submit ads using CMYK colors only.

## Production Charges

Materials that do not meet the above requirements will incur production charges. The WRA cannot assume responsibility for reproduction quality as a result of materials furnished incomplete, not conforming to spec or provided in poor condition.

# Ad Requirements

## Submission Specifications

Please send ads to [robu@wra.org](mailto:robu@wra.org). If you wish to submit your ad by mail, please send your files and a hard copy proof to:

Wisconsin REALTORS® Association  
4801 Forest Run Road, Suite 201  
Madison, Wisconsin  
53704-7337  
Attention: Rob Uhrina

## Contract Policy

All advertisers are required to sign a space reservation advertising agreement to confirm ad placement.

## Terms

The WRA reserves the right to reject or cancel advertising material deemed by the WRA “nonconforming” with the guidelines and specifications as outlined above, inconsistent with license law, NAR’s Code of Ethics or other applicable laws. Advertisements refused may include those that are in direct competition with the WRA. The WRA does not accept political ads.