



ADVERTISING MEDIA KIT 2022



WHO WE ARE

The Chicago Association of REALTORS® (CAR) represents over 17,000+ members from all real estate specialties including commercial sales, development, property management, appraisal, auctions, and residential sales.

Through our classes, website and blog, quarterly magazines, 100+ annual events, active social media accounts and weekly newsletters, we continuously find the best ways to connect with our members as they help shape the Chicagoland area.

WHY ADVERTISE WITH US?

What's impacted by real estate? Virtually everything and everyone in our communities. Who represents Chicagoland real state? Our REALTORS®.

Advertising with CAR puts your brand in front of over 17,000+ professionals who actively engage with and influence private property owners across Chicago's 77 designated neighborhoods. Our REALTORS® are early adopters, who trust CAR as a resource for finding products and services that will enhance their lives at work, in their communities and in their homes. Get seen and heard. Let us help amplify your brand. After all, we are the "Voice for Real Estate" in Chicago!

- Build your name to a targeted audience through advertising in a trusted association publication, via web resources and at a wide range of industry-respected events.
- Reach the entire Chicago metropolitan area via the only real estate publication in Chicago delivered to the individual homes of over 17,000+ REALTOR® members. Every print advertiser receives extra exposure via the online edition of *Chicago REALTOR®* Magazine, published on **ChicagoREALTOR.com** and promoted through our email newsletters and social media outlets.
- Inform REALTORS® about your products and/or services that will help them excel in their careers.

OUR REALTORS®' INTERESTS

- Entrepreneurship
- Community leadership
- Social engagement
- Fashion
- Technology
- Finance savvy
- Civic issues & politics
- Health & wellness
- Sports
- And more!

PRINT: CR MAGAZINE

THE #1 RESOURCE FOR REAL ESTATE BUSINESS INFORMATION, TOOLS AND RESOURCES FOR CHICAGOLAND REALTORS®



CR Magazine reaches more than 17,000 real estate brokers, managing brokers and affiliate members in the Chicago real estate market. Chicago Association of REALTORS® members look forward to receiving *Chicago REALTOR® Magazine* for its great cross-section of local, national and global real estate news, resources and tools to grow their business. They also love seeing their peers in photos from our wide variety of industry events.

Our print publication is mailed to the home address of each of our members quarterly and we also publish an online version for immediacy and flexibility. Through the digital edition, we include active links to advertiser websites, giving you broader exposure!

BY THE NUMBERS

CIRCULATION PER ISSUE



Print total: 17,750 printed copies delivered to our members each issue, with 500-1,000 extra copies printed and handed out at the Annual Sales Awards each spring and available at CAR's Offices.



Online total: 1,258 average views each issue via ChicagoREALTOR.com and Yumpu Digital Publishing Platform.



Frequency of publication: Quarterly, by the seasons — spring, summer, autumn, winter.

*Annually



DIGITAL EXPERIENCES + ACTIVATIONS: EVENTS

We host over 100 events annually, and each one is unique. Paying careful attention to every detail, the Chicago Association of REALTORS® prides itself in offering our members and Chicagoland residents premier, engaging dinners, retreats, socials, workshops and panel discussions. The breadth of our events gives our sponsors plenty of opportunities to get in front of our 17,000+ REALTORS® and the Chicagoland community.

From experiential activations to mentions in event programs, brochures and marketing, there are many opportunities for brand exposure.

ONLINE: CHICAGOREALTOR.COM

Place your electronic ad on the #1 source of real estate information for the Chicagoland REALTOR®.

- Drive traffic to your website and stay visible in the Chicago real estate market by placing a digital ad on the Chicago Association of REALTORS® homepage.
- REALTORS® are constantly using ChicagoREALTOR.com to access advocacy information, member benefits, upcoming events & meetings and business tools.
- Other main attractions include access to our interactive blog, statistics, forms/contracts, MLS, marketing resources and social networking content.

Digital Ad Size: 250 px wide x 250 px high.

	1 WEEK
Digital Ad	\$500



CR CONNECTION ADS

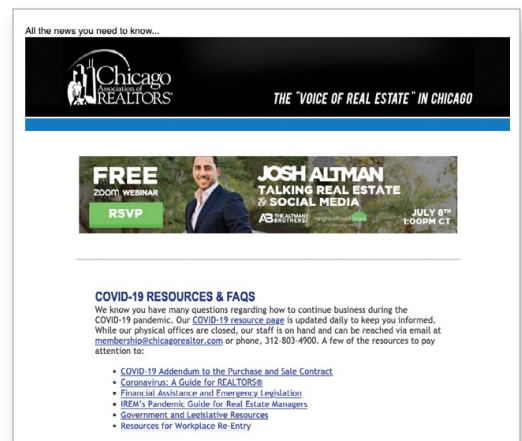
The weekly Chicago Association of REALTORS® e-newsletter is sent out to the 17,000+ members of the Chicago Association of REALTORS®, including residential and commercial practitioners, managing brokers, affiliates and appraisers.

Each e-newsletter provides our membership with information to help them advance their business: City of Chicago statistics, recent events, resources and guidance to move their business forward.

- Annual Open Rate (average): 30.8%
- Annual Click to Open Rate (average): 12.8%
- Only two ads per week!

Connection Ad Size: 740 px wide x 150 px high.

	SINGLE EMAIL	MONTH OF EMAILS
Connection Ad	\$1,000/ea.	\$3,500/4 ads



CR MAGAZINE ADVERTISING RATES

4-Color and B&W	SINGLE ISSUE	ANNUAL PACKAGE
Full-page	\$1,400	\$4,000
Half page	\$900	\$2,700
1/4 Page	\$600	\$1,600

Premium Placement	ANNUAL PACKAGE ONLY
Inside front cover	\$5,200
Inside back cover	\$4,800
Back cover	\$6,000
Center spread (2 full pages)	\$9,000
Page 5 (Next to President's letter)	\$4,800

PRODUCTION

The Specs	VERTICAL (wxh)	HORIZONTAL (wxh)
Full-page (Non-bleed)	7.375" x 9.875"	NA
Full-page (Bleed)	8.375" x 10.875"	NA
Half page	3.6" x 9.875"	7.375"w x 4.8"h
1/4 Page	3.6" w x 4.8" h	NA

***NOTE:** Please add an additional .125" trim bleeds to the above dimensions. This bleed will be trimmed off to allow for your ad to completely fill the page. Also, please keep all text at least .375" from ad edge.

Electronic File Requirements

Print-ready PDF files ONLY. PDFs must be hi-res, print-ready PDF. All images must be 300 dpi or better. Please embed all images and convert all fonts to outlines.

To advertise, please contact Mary Beth Durkin at:
mdurkin@chicagorealtor.com.

ADVERTISING DEADLINES*

ISSUE	RESERVE	ART DUE	DROPS
Spring 2022	1/24	2/7	Early April
The Sales Awards Issue - April/May/June			
Summer 2022	4/22	4/29	Mid-June
July/August/September			
Autumn 2022	7/18	8/1	Mid-Sept.
October/November/December			
Winter 2022	10/17	10/31	Mid-Dec.
January/February/March			

*Publication dates, material deadlines and advertising reservation deadline subject to change.





Magazine Print Advertising 2022 ORDER FORM



BILL ADVERTISER

ADVERTISER/DEVELOPMENT

CONTACT

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

EMAIL

SIGNATURE

DATE

BILL AGENCY

AGENCY

CONTACT

STREET

CITY

STATE

ZIP

TELEPHONE

FAX

EMAIL

SIGNATURE

DATE

Ad Description

Ad Size:
Description:

Ad/File Submission

Supplied by client via email to: mdurkin@chicagorealtor.com

Start Date: / / End Date: / /

Chicago REALTOR® Magazine & Online Advertising Representative

Payment Options

Check Enclosed \$

Payment Upon Submission
Completed credit card information or check must accompany insertion order.

CREDIT CARD

Name on Card:

Account Number:

VISA MC AMEX

Expiration Date: /

Signature (Required)

2022 SCHEDULE* Chicago REALTOR® Magazine

Spring 2022

Ad Reservation Deadline: 1/24/2022
Ads Due: 2/7/2022
Distribution: Post Sales Awards Event

Summer 2022

Ad Reservation Deadline: 4/22/2022
Ads Due: 4/29/2022
Distribution: Mid-June 2022

Autumn 2022

Ad Reservation Deadline: 7/18/2022
Ads Due: 8/1/2022
Distribution: Mid-September 2022

Winter 2022

Ad Reservation Deadline: 10/17/2022
Ads Due: 10/31/2022
Distribution: Mid-December 2022

*Dates subject to change

Ad dimensions: See current Media Kit.

Cancellation policy: Contracts can be cancelled at any time with 30 days notice. Cancellation of multi-insertion contracts will result in short-rate charges for the inserted ads plus a processing fee of \$100. Cancellations must be received in writing prior to ad closing date.

Payments: Payment is due with the submittal of this form. Tearsheets will be sent out within 1 week of issue drop date. By signing this document you are agreeing to our terms and conditions.

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Cost Per Insertion	
Number of Insertions	
TOTAL CONTRACT	\$