

2020



MEDIA OPPORTUNITIES

2 2020 Media Opportunities

5 Ad Rates & Dimensions

3 Why Advertise in *Maryland REALTOR*®?

6 Mechanical Requirements & Ad Submission

4 Editorial Calendar & Ad Deadlines

7 Online Advertising Opportunities



2020

MEDIA OPPORTUNITIES



INSIDE:

- Production Schedule
- Advertising Rates
- Ad Dimensions & Specs

HOT SHEET

February 15, 2018

SECURITY DEPOSIT INTEREST - For 2018, the amount of interest a landlord must pay a residential tenant upon return of the security deposit has increased to **1.83%** from 1.5% due to a year over year increase in the daily U.S. Treasury yield curve rate. The Maryland REALTORS® Security Deposit Interest Calculator has been updated to reflect this change.

Come join other small business owners for the **National Federal of Independent Business (NFIB) Small Business Day in Annapolis**. Meet with Annapolis legislators and other small business owners to discuss issues important for moving Maryland's economy forward. The event will take place **February 26, 4-7 pm** in the **Loews Annapolis Hotel** located at 126 West Street, Annapolis, Maryland. The cost of the event is \$40 for non-members and \$30 for Members. [See the full agenda](#).

Professionalism & Respect - The Right Thing, Right Now - Join your colleagues for this timely discussion that affects your bottom line - as well as those you serve. [Click here](#) to view available sessions.

GRI 260 Starts March 13 - [Sign up now](#).

Watch the latest installment in the Maryland REALTORS® Video Series, **Get to Know the Role of Real Estate Agents**.

Save the Date for the Commercial Symposium-May 1, 2018 - Registration opens in March.

NEW DATE - NEW LOCATION! SAVE THE DATE! Join us September 20 - 23, for the **2018 Annual Conference & Expo** at the Gaylord National Harbor.

Real Estate for Rehabilitation is the real estate industry's opportunity to transform lives in partnership with The Salvation Army. As your clients are moving and downsizing, refer them to The Salvation Army to schedule a **FREE** pickup of their household goods, clothing, furniture, appliances, or even vehicles. The donor will receive a tax receipt, and the donations go to transform a life at The Salvation Army. [Learn more](#).

The Maryland Mortgage Program had a great 2018 Kickoff event and announced new products and streamlined procedures. Go to [mmp.maryland.gov](#) and click on the Professional Portal to learn more.

[ASSOCIATION](#)
[COMMERCIAL](#)
[EDUCATION](#)
[EVENTS](#)
[LEGAL](#)
[LEGISLATION](#)
[PROGRAMS](#)
[PUBLICATIONS](#)

[VOTE](#)

Announcing the NEW Maryland REALTORS® Officer and Director Election Process

STATEWIDE FORMS
View and print statewide and limited local board forms.

GET LEGAL GUIDANCE
Get answers to your legal questions.

DEPOSIT CALCULATOR
Calculate interest for Rental Deposits.

CONSUMERS
Get information on buying your next home.

2020 Legislative Session Preview
Bill Cawthra introduces the priorities for the 2020 legislative session.

2020 Maryland REALTORS® Forms Are Now Posted on the Statewide Forms Page
For details, review the January 2020 Summary of Changes.

2020 Lobby Day in Annapolis - January 14th, 2020
Come join your fellow REALTORS® for Lobby Day in Annapolis, Maryland on Tuesday January 14th, 2020. Talk to state legislators and their staff about expanding housing opportunity for Maryland citizens and improving professionalism in our industry. Click for more details.

WHY ADVERTISE IN *Maryland* REALTOR®?

2020 MEMBERSHIP – 28,000

If you're interested in reaching REALTORS® in Maryland, you've come to the right place.

Maryland REALTORS® is the largest Maryland professional trade association and is dedicated to preserving the vitality of the real estate market.

Buying or selling property is typically the largest transaction in many people's lives. With stakes that high, consumers look to the expertise of trained and licensed professionals. That's where REALTORS® come in.

REALTORS®: A SPECIAL BRAND OF ENTREPRENEUR

It's important to note that not everyone who sells real estate in Maryland can call themselves a REALTOR®. Our members subscribe to a strict code of ethics and are committed to staying ahead of the frequent changes in the industry through continuing education and professional development. REALTORS® are independent, educated and affluent. Even though they may be associated with large, recognized companies, they mainly market themselves and purchase their own equipment and services.

Our members stay on top of these changes through the channels you'll find in this media kit. They source our magazine for trends, tap our website daily for tools and forms, and rely on our e-newsletter for up-to-the-minute news and updates.

If you're interested in reaching REALTORS® in Maryland, these channels are the place to be. We look forward to helping you reach our members along with your marketing goals.



Maryland REALTOR® reaches 28,000 practitioners active in real estate and its affiliated professions. Maryland's real estate audience includes residential brokers and REALTORS®, top producers, office managers, appraisers, mortgage bankers, escrow officers, lenders, real estate attorneys, savings and loan associations, homebuilders and more.



For more information or to reserve space, contact Arlene Braithwaite
(410) 772-0820 | arlenetbg@comcast.net

EDITORIAL CALENDAR & AD DEADLINES

REGULAR FEATURES

- President Perspective
- Residential Sales and Statistics
- Maryland Real Estate Commission News
- Bright MLS column
- From the Legal Hotline
- Commercial Connection
- Latest from the Maryland Department of Housing and Community Development

APRIL/MAY 2020 – FAIR HOUSING ISSUE

- Call for Committee Volunteers
- 2020 Maryland REALTOR® of the Year

AD SPACE RESERVATION DEADLINE

& MATERIALS DUE DATE: **FEBRUARY 20, 2020**

JUNE/JULY 2020 – HOMEOWNERSHIP ISSUE

- Legislative Session Wrap-up
- RPAC Recognition
- Homeownership Month Highlights
- Economic Forecast

AD SPACE RESERVATION DEADLINE

& MATERIALS DUE DATE: **APRIL 20, 2020**

AUGUST/SEPTEMBER 2020 – REALTOR® SAFETY

- REALTOR® Safety
- Profile of Incoming President

AD SPACE RESERVATION DEADLINE

& MATERIALS DUE DATE: **JUNE 20, 2020**

NOVEMBER 2020 – FINANCIAL ISSUE

- Maryland REALTOR® Industry Awards
- Life Achievement Award Recognition (if applicable)
- Announce Incoming Leadership Team
- Member Benefits

AD SPACE RESERVATION DEADLINE

& MATERIALS DUE DATE: **SEPTEMBER 20, 2020**

DECEMBER 2020 /JANUARY 2021

- Legislative Preview
- Future Annual Conference Dates Announcement
- Annual Economic Recap
- Meet the Maryland REALTORS® Staff

AD SPACE RESERVATION DEADLINE

& MATERIALS DUE DATE: **OCTOBER 20, 2020**

FEBRUARY/MARCH 2021 – LEGAL ISSUE

- Legislative Day Recap

AD SPACE RESERVATION DEADLINE

& MATERIALS DUE DATE: **DECEMBER 20, 2020**



For more information or to reserve
space, contact Arlene Braithwaite
(410) 772-0820 | arlenetbg@comcast.net

AD RATES & DIMENSIONS



AD RATES

FULL COLOR	1X	4X	6X
Full Page	\$2,520	\$2,280	\$1,920
1/2 Page	\$2,040	\$1,800	\$1,440
1/3 Page	\$1,800	\$1,560	\$1,200
1/4 Page	\$1,440	\$1,250	\$960
1/8 Page	\$1,000	\$895	\$670
PREMIUM POSITIONS	1X	4X	6X
Cover 2	\$3,600	\$3,240	\$2,880
Cover 3	\$3,400	\$3,040	\$2,680
Back Cover	\$3,840	\$3,480	\$3,120
Page 1	\$3,200	\$2,800	\$2,600
Table of Contents	\$2,800	\$2,600	\$2,400
President's Letter	\$2,800	\$2,600	\$2,400
BLACK & WHITE	1X	4X	6X
Full Page	\$2,040	\$1,800	\$1,440
1/2 Page	\$1,560	\$1,320	\$960
1/3 Page	\$1,320	\$1,080	\$720
1/4 Page	\$1,055	\$860	\$575
1/8 Page	\$735	\$600	\$400

AD DIMENSIONS

AD SIZE	WIDTH	LENGTH
FULL PAGE		
Live Area	7-3/8"	9-7/8"
Trim	8-3/8"	10-7/8"
Bleed	8-3/4"	11-1/4"
1/2 PAGE		
Horizontal	7-3/4"	4-3/4"
Vertical	3-1/2"	10"
Island	4-3/4"	7-1/8"
1/3 PAGE		
Vertical	2-3/16"	9-7/8"
Square	4-3/4"	4-3/4"
1/4 PAGE	3-1/2"	5"
1/8 PAGE		
Vertical	2-3/8"	3-1/2"
Horizontal	3-1/2"	2-3/8"

CANCELLATION POLICIES

Ad Cancellation. If an ad insertion is cancelled after the closing date for the next issue, or if ad materials are not received when due, that insertion cost will be billed based on the prevailing insertion order. Advertiser may not change its order after the space reservation closing date of the issue in which the ad is scheduled to appear.

Non-fulfillment of ad contract. The contract term is one year. To earn the frequency discount the contracted number of ads must be inserted within 12 months of the first insertion. Publisher may cancel any order if Advertiser fails to pay accounts when due. The difference between rates billed and rates earned on space used shall become due and payable immediately. Cancellations of any portion of a contract nullify all rate protection for the remainder of a contracted schedule. Credits earned by increasing frequency during a contract year will be applied to future billing for space. No cash rebates will be issued.

MECHANICAL REQUIREMENTS & AD SUBMISSION

MECHANICAL REQUIREMENTS

- The magazine is printed, direct to plate and is saddle stitched.
- All submitted images and/or files must be converted to 4/color process (CMYK).
- Ad production assistance is available at \$105 per hour. All ad production will be estimated and approved by the advertiser prior to work completion.
- All ads must be accompanied by a color proof. The publication is not responsible for color or content of ads if not accompanied with a proof. HBP will make every effort to match colors as directed. However, due to variations inherent in the magazine printing process, HBP cannot guarantee color.

ACCEPTABLE FILE FORMATS

Adobe InDesign version CC 2020 or earlier with images and fonts included. Adobe Illustrator CC 2020 with fonts included or fonts converted to outlines/paths. Adobe Photoshop, EPS, TIFF, or JPEG (minimum 300 DPI, CMYK) files.

Adobe Acrobat PDFs – high resolution PDF files must include:

- All fonts embedded.
- Saved as CMYK or grayscale.
- All spot colors must be converted to CMYK.
- OPI must never be included in the file.
- 300 DPI resolution for all submitted images and files.
- All ads must have position marks for placement.

STYLE RULE

When the word “REALTOR®” is used in an advertisement, it must include the superscript “®” symbol.

AD SUBMISSION

FILES UNDER 5 MB: E-MAIL

Dawn Winter-Haines at dwinter-haines@hbp.com and Arlene Braithwaite at arlenetbg@comcast.net

FILES OVER 5 MB: FTP

- Go to **hbp.com**.
- Click on "Upload a File" located at the bottom of the home page. Choose Guest Upload Page.
- Choose Tina Burnett as your project manager.
- Choose Dawn Winter-Haines as your designer.
- Choose Scott Engle as your sales person.

For any questions regarding the mechanical requirements or ad production assistance, please contact Dawn Winter-Haines or Tina Burnett at (800) 638-3508 or by e-mail at dwinter-haines@hbp.com or tburnett@hbp.com.



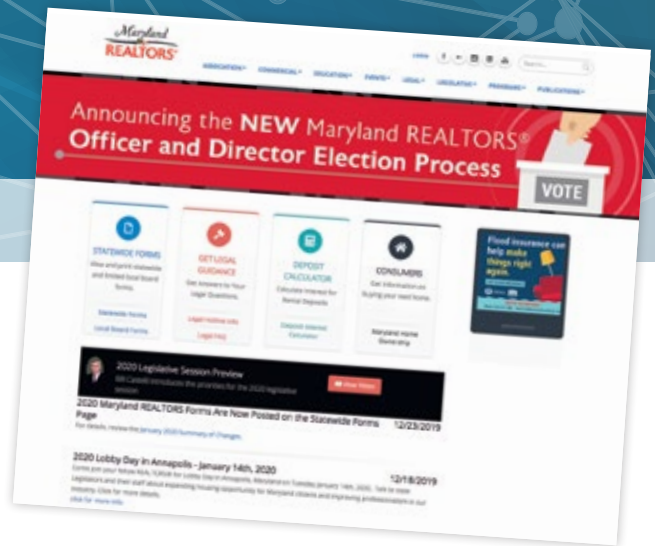
For more information or to reserve space, contact Arlene Braithwaite (410) 772-0820 | arlenetbg@comcast.net

ONLINE ADVERTISING OPPORTUNITIES

Maryland REALTORS® is pleased to offer advertising opportunities on our website, **mdrealtor.org**, bi-weekly e-newsletter, The HotSheet, the association's Facebook page, and on our monthly webinars. Share your message with our members working in Maryland and the surrounding areas.

Our electronic formats deliver industry news and links to members to all of Maryland REALTORS® programs and services. Updated regularly, our platforms offer quick access to information and resources—Maryland REALTORS® Legal Hotline, education courses, Annual Conference registration, the digital version of *Maryland REALTOR*® magazine, forms and more. Our platforms are the best way to showcase your products and services to our members.

The bi-weekly electronic newsletter is emailed directly to 28,000 Maryland REALTORS®, our Facebook page has over 30% of our members following our page, and our webinars are attended by our members from across the state with varying levels of experience. The webinar series is one of our most popular member benefits. These webinars are recorded and posted on our website for our members to view when it's most convenient for them. Your ad will be seen every time someone views the archived webinar. Your ad will appear on the "Welcome" Slide that all attendees see prior to the webinar beginning.



MDREALTOR.ORG AD RATES & SPECIFICATIONS

RATES – Payable in advance. **Agreements are non-refundable.**
2 ad spaces available (alternating).

RATES	1 MO.*	6 MO.*	12 MO.*
Price	\$450	\$425	\$415
<i>Contracts are non-refundable.</i>	<i>*Rates are per month.</i>		

2020 ADVERTISING CALENDAR

MONTH*	RESERVATION DEADLINE**	AD ART DUE
February	1/15/19	1/20/19
March	2/15/19	2/20/19
April	3/15/19	3/20/19
May	4/15/19	4/20/19
June	5/15/19	5/20/19
July	6/15/19	6/20/19
August	7/15/19	7/20/19
September	8/15/19	8/20/19
October	9/15/19	9/20/19
November	10/15/19	10/20/19
December	11/15/19	11/20/19
January (2021)	12/15/19	12/20/19

*Ad space must be reserved by the "Reservation Deadline."
 ** Ad must be received by "Ad Art Due" deadline.

MECHANICAL REQUIREMENTS

Guaranteed placement on a first come, first serve basis.

REQUIREMENTS:

- **Home page:**
210 px (w) x
200 px (h)
- **Member log-in page:** 300 px (w) x
250 px (h)
- **Format:** JPEG

ONLINE ADVERTISING OPPORTUNITIES

HOT SHEET AD RATES & SPECIFICATIONS

RATES – Payable in advance. **Agreements are non-refundable.**
Ad spaces available in each Hot Sheet issue.

RATES	1 MO.*	6 MO.*	12 MO.*
Price	\$400	\$333	\$292
CONTRACTS ARE NON-REFUNDABLE. <i>*RATES ARE PER MONTH.</i>			

2020 ADVERTISING CALENDAR (THURSDAYS*)

MONTH	DISTRIBUTION DATES
January	9, 23
February	6, 20
March	5, 19
April	2, 16, 30
May	14, 28
June	11, 25
July	9, 23
August	6, 20
September	3, 17
October	1, 15, 29
November	12, 27
December	10, 24

*Maryland REALTORS® reserves the right to delay the email distribution date up to two days.



Reservation Deadline: Ad space must be reserved by Thursday, the week prior to email distribution.

Ad Art Due: Ad art must be submitted by Friday, the week prior to publication.

MECHANICAL REQUIREMENTS

Guaranteed placement on a first come, first serve basis.

REQUIREMENTS:

- 200 px (w) x 200 px (h)
- Format: JPEG

STYLE RULE

When the word “REALTOR®” is used in an advertisement, it must include the superscript “®” symbol.

FACEBOOK & WEBINAR AD RATES & SPECIFICATIONS

RATES – Contact us for rates. Payable in advance.
Agreements are non-refundable.

Facebook – 1 ad space available.
Webinar – 1 ad space available.

MECHANICAL REQUIREMENTS

Guaranteed placement on a first come, first serve basis.

REQUIREMENTS:

- Facebook: 2400 px (w) x 1256 px (h)
- Format: JPEG

STYLE RULE

When the word “REALTOR®” is used in an advertisement, it must include the superscript “®” symbol.

**For more information or to reserve space, contact Arlene Braithwaite
(410) 772-0820 | arlenetbg@comcast.net**