MASSACHUSETTS ASSOCIATION OF REALTORS®

www.marealtor.com

Advertising Rates

STANDARD DISPLAY ADVERTISING RATES

Size	Mechanical Specifications	1–2 Times (B&W)	3–6 Times (B&W)	1–6 Times *(4-Color Inside Pages)*
Full Page	7 1/2"w x 10"D	$2,020	$1,897	$2,255
Full Page Bleed	8 1/4"w x 10 3/4"D	$2,021	$2,084	$2,481
1/2 Page	7"w x 4 7/16"D	$1,353	$1,215	$1,804
1/2 Page Bleed	8 1/4"w x 5 5/16"D	$1,487	$1,333	$1,989
1/3 Page	4 9/16"w x 4 7/16"D	$846	$790	$1,487
1/4 Page	3 3/8"w x 4 7/16"D	$733	$646	$1,220
1/6 Page	2 3/16"w x 4 7/16"D	$564	$533	
1/8 Page	3 3/8"w x 2 3/8"D	$431	$410	

Note: Spreads and full pages may bleed. 1/2 page horizontals may bleed three sides only.

COVERS AND SPECIAL POSITIONS *(4-Color Only for Cover Positions)*

Size	Mechanical Specifications	1–2 Times	3–6 Times
Center Spread	15 1/2"w x 10"D	$4,305	$4,203
Center Spread Bleed	16 1/4"w x 10 3/4"D	$4,305	$4,203
Inside Front Cover	7 1/2"w x 10"D	$2,665	$2,563
Inside Back Cover	7 1/2"w x 10"D	$2,665	$2,563
Back Cover	7 1/2"w x 10"D	$3,075	$2,973
Page One	7 1/2"w x 10"D	$2,563	$2,512
P/O* Table of Contents	7 1/2"w x 10"D	$2,563	$2,512
P/O President's Column	7 1/2"w x 10"D	$2,563	$2,512
P/O Legal Hotline	7 1/2"w x 10"D	$2,563	$2,512
P/O Licensing Law	7 1/2"w x 10"D	$2,563	$2,512
P/O Professional Development	7 1/2"w x 10"D	$2,563	$2,512

**Page Opposite*

Production Note: When using the word REALTOR® or REALTORS® in any advertising copy, please make sure to use all caps and include the registered service mark (®).

Other guaranteed positions: additional 10% of B&W rate.

Terms and Rates are subject to change without notice.

Classifed Advertising is available. For more information, contact Julie Lewis at 508-612-4841.

All rates are effective February 1, 2013.

First-time advertisers who place a single insertion order in *Bay State REALTOR®* magazine shall be required to make full payment in advance of the ad appearing in the magazine.

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Creative Rates for Ad Design

STANDARD DESIGN RATES

Size	Mechanical Specifications	B&W	4-Color
Full Page	7 1/2"w x 10"D	$487	$513
Full Page Bleed	8 1/4"w x 10 3/4"D	$487	$513
1/2 Page	7"w x 4 7/16"D	$334	$359
1/2 Page Bleed	8 1/4"w x 5 5/16"D	$334	$359
1/3 Page	4 9/16"w x 4 7/16"D	$231	$257
1/4 Page	3 3/8"w x 4 7/16"D	$231	$257
1/6 Page	2 3/16"w x 4 7/16"D	$180	N/A
1/8 Page	3 3/8"w x 2 3/8"D	$180	N/A

Note: Rates include two review rounds. The advertiser will be supplied with a PDF of their final ad.
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Creative Requirements

The advertiser must provide the designer with the following materials in a timely manner:

- All ad copy, including contact information.
- Print-ready, high-resolution (300 dpi) logo, if applicable.
- High-resolution artwork, if applicable.
- PMS colors (for a CMYK match), if applicable.
- Existing style guides or branding guides, if applicable.

Guidelines for Creating Your Ad

It is important to remember to include the following in your ad:

- The name of your business.
- Your contact information, including mailing address, web site, e-mail, phone number, etc.
- Your logo.
- Your catch-phrase or mission statement.
- The types of products or services your company specializes in.

For more information or to begin creating your ad, please contact Caroline Bowden at 617-699-3698 or bowdendesign@verizon.net.