

2014 IAR Advertising Program

The Iowa Association of REALTORS® has advertising opportunities available for our partners, ranging from one time-ads to longer-term commitments, and website to print. We have multiple communication vehicles targeting our members, and one that targets the public. Details and rates are shown below.

BENCHMARK MAGAZINE

The Benchmark Magazine. Our quarterly magazine is sent via hard copy through the U.S. mail to our 6,300 members, including brokers, sales agents, and affiliates, across the state. It is distributed in the months of February, May, August, and November. The Benchmark is also publicly available online on our website at www.iowarealtors.com via page-turning software with live hyperlinks.

Space	Size	Ad Rate	Color	File Format
1/4 page	3.25 X 5 In.	\$325/issue	CMYK	PDF, EPS, JPEG, AI
1/2 page	7.5 X 5 In.	\$475/issue	CMYK	PDF, EPS, JPEG, AI
Full page (B/W)	7.5 X 10 In.	\$625/issue	CMYK (K)	PDF, EPS, JPEG, AI
Full page (color)	7.5 X 10 In.	\$775/issue	CMYK	PDF, EPS, JPEG, AI

Special Offer

Full page (color)	7.5 X 10 In.	Special Rate \$2,560 (\$640/issue)
Must sign contract to advertise in all 4 issues		Savings of \$540/year off regular rate

When you sign a contract for 4 full-page color ads, your ad will rotate each issue among three prime locations - front inside cover, back inside cover, and back outside cover. This special is available on a first-come, first-serve basis for the first 3 advertisers! Contact Amy Lucht at 515-309-9347 or amyl@iowarealtors.com to hold your spot for this special offer!

**Since the magazine varies from 28-48 pages, we have unlimited room for advertisers, but just 3 spots for this special offer.*

NEWSLETTER

IAR Monthly E-Newsletter. This monthly newsletter is sent out at the beginning of each month to our 5,400 members. IAR Monthly E-Newsletter has limited space, so it is imperative to secure your spot!

Space	Size	Ad Rate	Color	File Format
Outside column	200 x 120 pixels	\$250/issue	RGB	JPEG, PNG

WEBSITES – iowarealtors.com and SeeIowaHomes.com

IAR has website advertising opportunities – on the IAR website, iowarealtors.com and IAR’s consumer website, SeeIowaHomes.com.

Iowarealtors.com is IAR’s website for members. It was recently redesigned to be more user-friendly, mobile-friendly, and easier to navigate. The website receives approximately 14,000 visits per month.

The IAR website will have just 4 advertisers per month. The ads will rotate (from 1 up to a max of 4 per month) all month long on a randomized basis. The ads will appear on multiple interior pages of



the website. Advertisers may select specific months and as run as many ads in the year as you would like.

Space	Size	Ad Rate	Color	File Format
Multiple Interior pages of website	240 x120 pixels	\$500/month	RGB	JPEG, PNG

NOTE: Partners currently enrolled in the IAR Advantage Program, IAR's Annual Sponsorship Program, also receive website ads as one of the benefits of their sponsorship. This practice was started in 2012 as part of the program. For more information on the IAR Advantage Program, contact Mark Gavin at mark@iowarealtors.com or Amy Lucht at amyl@iowarealtors.com.

SeeIowaHomes.com is IAR's website for the public. Consumers may search for property information and find a REALTOR®. Additional functions include: local housing statistics, legislative information and links, and property owner information and resources.

The SeeIowaHomes website will have just 4 advertisers per month. The ads will rotate (from 1 up to a max of 4 per month) all month long on a randomized basis. The ads will appear on multiple interior pages of the website. Advertisers may select specific months and as run as many ads in the year as you would like.

Space	Size	Ad Rate	Color	File Format
Multiple Interior pages of website	728 x 90 pixels	\$500/month	RGB	JPEG, PNG

Special Offer

If you want to reach both IAR members and consumers with your messaging, you may run ads on both websites.

Space	Size	Ad Rate	Color	File Format
Multiple Interior pages of website	see sizes above	\$800/month	RGB	JPEG, PNG

FOR MORE INFORMATION

For more information please contact Amy Lucht, Communications Coordinator, Iowa Association of REALTORS®, at amyl@iowarealtors.com or 515-309-9347.

*The Iowa Association of REALTORS® reserves the right to change the size of the ads to fit as needed.
The Iowa Association of REALTORS® reserves the right to refuse ads based on its discretion and standards.*

