



DURANGO AREA ASSOCIATION
OF REALTORS®

2014

MEDIA PLANNER

The Voice of Real Estate in La Plata and San Juan County CO.

Advertising Rates

4-Color and BW

Size	Single Issue	Annual Package (1 yr.)
Full Page	\$75.00	\$800.00
1/2 Page	\$50.00	\$500.00
1/4 Page	\$40.00	\$450.00
Header/Footer	\$25.00	\$275.00
Business Card	\$15.00	\$165.00

Dimensions

ad sizes are listed width, then height

Size	Dimension
Full Page	8.5" x 11"
1/2 Page	8.5" x 5.5"
1/4 Page	4.25" x 5.5"
Header/Footer	8.5" x 1"
Business Card	3.5" x 2"

2014 Newsletter Publication Calendar

Month	Publication Date	Deadline
January	01/06/2014	01/03/2014
February	02/03/2014	01/31/2014
March	03/03/2014	02/28/2014
April	04/07/2014	04/04/2014
May	05/05/2014	05/02/2014
June	06/02/2014	05/30/2014
July	07/04/2014	07/04/2014
August	08/04/2014	08/01/2014
September	09/08/2014	09/05/2014
October	10/06/2014	10/03/2014
November	11/03/2014	10/31/2014
December	12/08/2014	12/05/2014

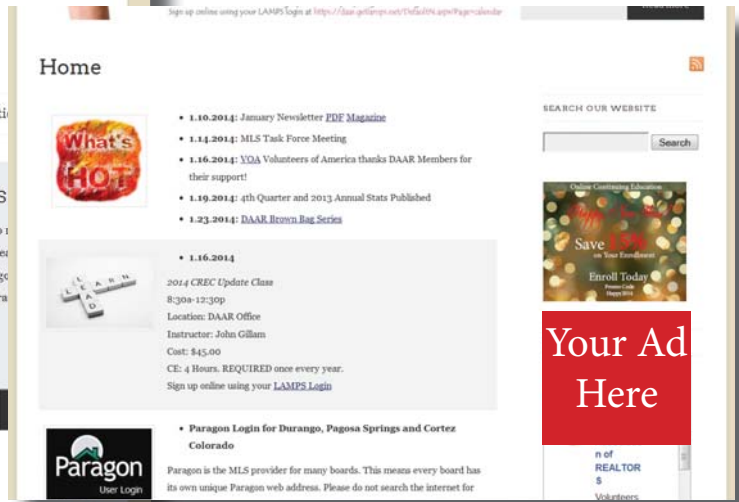
Deadlines listed are for submittal of camera-ready advertising.

Electronic File Requirements

- **Preferred file types include:** PDF, EPS, and TIFF print-ready files. (see requirements below) We do not accept film or any native application file formats (please NO Quark, InDesign, PageMaker etc.) except MS Word.
- **PDF file requirements:** Would prefer hi-res, print-ready PDF with 300 dpi or better. All fonts must be embedded.
- **EPS file requirements:** Must be 100% size with of preference of 300 dpi. Please embed all images and convert all fonts to outlines.
- **TIFF file requirements:** Must be 100% size with of preference of 300 dpi. Please embed all images and convert all fonts to outlines. Flatten all layers.
- **Color:** CMYK is preferred for color ads. Black and white ads should you black only (not 4-color): images should be grayscale. There is no additional cost for color ads.
- **Media Accepted:** CD's, Jump (thumb) drives or files submitted electronically. Submitted media will not be returned unless requested.

Included with all ads - an active link to your Web site!

WEBSITE



DurangoRealtor.com

Drive traffic to your Web site and stay visible in the Durango Area real estate market by placing a button or banner ad on the Durango Association of REALTORS® homepage.

- REALTORS® are constantly using durangorealtor.com to access advocacy information, member benefits, and upcoming events and meetings.
- Other main attractions include access to our statistics, forms, MLS, marketing resources and social networking tools.

Place your electronic ad on the **#1 SOURCE of real estate information** for the Durango Area REALTOR®

BANNER

ONE Monthly Spot Available

1x	3x	6x	12x
\$100	\$250	\$500	\$1000

SPECS (wide x high)

Size	Format
652x300 pixels	JPEG or GIF

Ad materials due by the 25th of the previous month.

BUTTONS

Button Ads can be placed on available pages on the website.

1x	3x	6x	12x
\$55	\$150	\$300	\$550

Specs (wide x high)

Size	Format
300x225 pixels	JPEG or GIF

Positions are limited and fill up in advance!
Call today to check availability.

Other sizes are available and areas of the site can be tailor-made to fit your banner or button. Please contact Jo Ann for more information.

Please indicate the web address you would like the banner/button to link to when submitting web ads.



DURANGO AREA ASSN.
OF REALTORS®

Signature | events



INSTALLATION - LEADERSHIP

Everyone looks forward to our leadership inaugurations and award ceremonies! This celebration has been around for over 50 years and is well attended by our members. This is a key time for your company to make a splash and stand out as industry leaders and pillars of our community. A great networking opportunity that is not to be missed!



QUARTERLY UPDATE MEETING

Every three months our members gather to get the scoop on real estate happenings throughout the country, state and local areas. A highly attended event that takes place of most office meetings, with plenty of opportunities to interact with members. Companies also have the opportunity to sponsor breakfast and be the highlighted affiliate with time allotted for presentations.



CHARITY GOLF TOURNAMENT

The perfect *FUN in the SUN* event to drive relationships with some of your top clients & potential business partners. Spend an entire day building contacts over golf & cocktails! Following the one-on-one networking on the greens, all attendees & sponsors are invited to a picnic inspired lunch with food, drinks & prize giveaways. This event typically sells out & offers activities for golfers and non-golfers alike!



EDUCATION

Throughout the year our association offers vital and often required education to our members. Do you have a skill or product that will benefit the real estate community? This is a great opportunity to showcase your talents and network with our members. If you would like to keep it simple you can also sponsor a class and be the one and only highlighted business during the event.

SALES & MATERIALS CONTACT - E-mail: joann@durangorealtor.com / Main Line: (970) 247-9604 / Fax: (970) 385-5205



DURANGO AREA ASSOCIATION OF REALTORS®

PRINT / ELECTRONIC / EVENTS

