



**30,000
REALTORS®
STRONG**

2012 Media Planner

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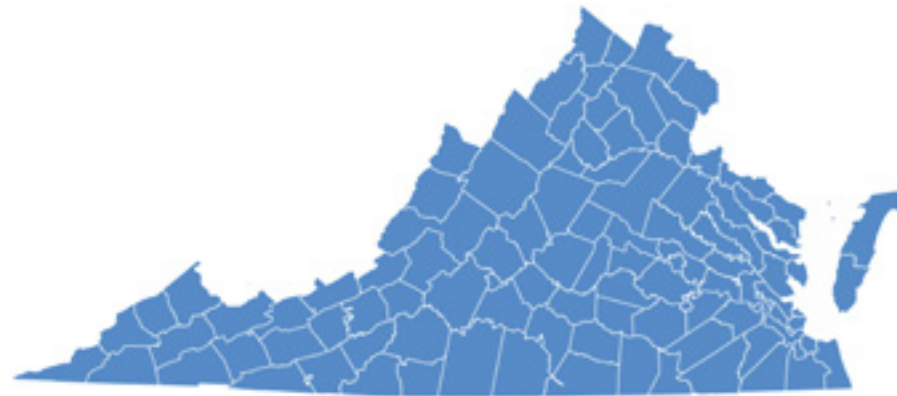
The Virginia Association of REALTORS® represents nearly 30,000 active Realtors across Virginia and is the largest trade Association in Virginia. As the business advocate for real estate professionals, VAR's mission is to enhance their members' ability to achieve business success.

Members are active in all phases of real estate brokerage, management, development, and appraisal. 72% of the members are sales agents and 31% of the members are brokers.

VAR members are Experienced Agents and Brokers

with **59%** of members being in the business for more than 7 years

and **39%** with more than 16 years of experience!



VAR is composed of 29 local REALTOR® Associations, with core membership areas in Northern Virginia, Hampton Roads, and Richmond.



Advertise in Virginia to reach a strong and engaged market:

- VAR's award winning *Commonwealth* magazine is the most-read industry publication among Realtors in Virginia and the **only** magazine targeting nearly 30,000 Realtors across the state.
- 85% of members agree that VAR is the **best source** for news and information about the real estate business in Virginia
- Virginia is the **8th largest** real estate market in the nation
- Virginia was ranked as **America's Top State for Business in 2011***

*CNBC.com and Forbes business rankings

Commonwealth – VAR’s bi-monthly magazine

VAR’s bi-monthly magazine, *Commonwealth*, is the most-read real estate industry publication in Virginia.

VAR is highly regarded as an information resource and produces well-read publications. **97%** of Virginia Realtors positively rate the credibility and quality of content in *Commonwealth* and are **reading VAR’s award-winning magazine cover-to-cover.**

What are Realtors saying about *Commonwealth*?

“*Commonwealth* magazine is always good reading – from cover to cover. I always get useful information on managing my business, technology tips, legal advice, etc.”
PAT SCHELLING, GRI, LONG & FOSTER

“*Commonwealth* magazine is one publication I can always count on to get the latest in valuable content!”
CHARLES MCDONALD, CHARLOTTESVILLE
REAL ESTATE

“I look forward to reading *Commonwealth* for the value added material, especially the LegalLines column.” JIM RAKE, CENTURY 21
ADVENTURE



STANDING COLUMNS:

quickhits

the latest news and announcements for Virginia Realtors

legallines

questions and answers about Virginia real estate law

lifelessons

when real estate pros break the rules...and get caught

accessibletech

tech tools and topics for the real estate professional

*Custom sponsorship of a standing column is available. Contact Brittany Sullivan to learn more.

ISSUES & DEADLINES

February/March

Theme: The Numbers Issue
Bonus distribution at the Legislative & Education Conference!
Space Deadline: 12/14/2011
Artwork Deadline: 1/13/2012

April/May

Theme: The Spring Selling Issue
Space Deadline: 2/15/2012
Artwork Deadline: 3/5/2012

June/July

Theme: The New Laws Issue
Space Deadline: 4/18/2012
Artwork Deadline: 5/7/2012

August/September

Theme: The Pre-convention Issue
Space Deadline: 6/13/2012
Artwork Deadline: 7/2/2012

October/November

Theme: The Convention Issue
Bonus distribution at The REal Show 2012!
Space Deadline: 8/15/2012
Artwork Deadline: 8/30/2012

December/January

Theme: The Year in Review
Space Deadline: 10/24/2012
Artwork Deadline: 11/12/2012

Rates and specs: Commonwealth

RATES

4-COLOR	1x	3x	6x
Full Page	\$2400	\$2215	\$1920
1/2	\$1960	\$1785	\$1600
1/3	\$1650	\$1520	\$1330
1/4	\$1365	\$1320	\$1130

B&W	1x	3x	6x
Full Page	\$1875	\$1690	\$1400
1/2	\$1430	\$1285	\$1100
1/3	\$1150	\$1020	\$830
1/4	\$865	\$820	\$630

PREMIUM POSITIONS

Includes 4-color; 6x insertions only

COVER 4: \$2800

COVER 3: \$2500

COVER 2: \$2700

Center-Spread: \$3600

Information on inserts available upon request.

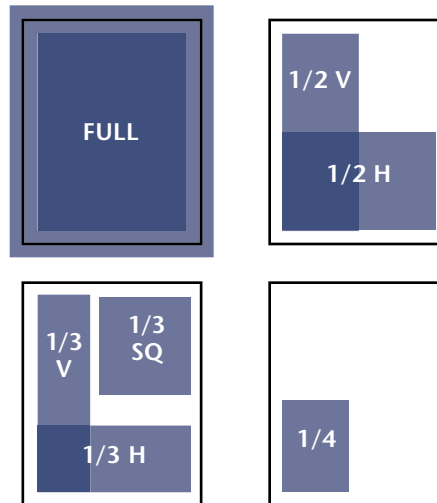
- Guaranteed positions: add 10% premium.

AD SIZES

FULL PAGE (NON-bleed)	WIDTH	DEPTH
	7"	x 9-3/4"
(Bleed)*	8-1/2"	x 11-1/8"

*NOTE: Trim size of publication is 8-1/4" x 10-7/8". For bleed, extend artwork 1/8" beyond all four edges, to arrive at Bleed Size above. Keep all text elements at least 3/8" inside all edges.

FRACTIONAL	WIDTH	DEPTH
1/2 h	7"	x 4-3/4"
1/2 v	3-1/2"	x 9-3/4"
1/3 h	7"	x 3-1/4"
1/3 v	2-1/4"	x 9-3/4"
1/3 sq	4-3/5"	x 4-3/4"
1/4	3-1/2"	x 4-3/4"



ELECTRONIC FILE REQUIREMENTS

- A printed proof should accompany all submitted artwork.
- Do NOT include printer's marks (crop marks, registration marks, etc) in the file submission. (If you are concerned that we will not know where your ad should be cropped, include crop marks on the printed proof and we will ensure that your ad is placed properly.)
- Do NOT include a bleed with fractional ads.
- Please supply only a print-ready PDF file. We cannot accept any native application file formats (no Word, InDesign, Publisher, etc) or any other file format. PDF must be a hi-res, print-ready file. All raster images should be 300 dpi. All fonts must be embedded.
- Color: Color ads must use CMYK color only. RGB color or spot colors (such as Pantone colors) are NOT acceptable. Black & white ads should use black only (not 4-color); images should be grayscale.
- The publisher will not be held responsible for color running incorrectly if a digital color proof is not submitted by the

advertiser. A digital color proof (Matchprint or Iris) should be submitted at 100% ad size. Laser or inkjet proofs are acceptable for content only, but cannot be used to guarantee color.

Submitting files:

Go to www.NetworkMediaPartners.com/ upload to submit files.

You may also upload to our FTP at ftp://network:*submit*@ftp.networkmediapartners.com, or submit a CD. Submitted media will not be returned unless requested.

Send hard copy proof (and disk, if submitting by CD) to:

Cassie Paton
Network Media Partners, Inc.
Executive Plaza I, Suite 900
11350 McCormick Road,
Hunt Valley, MD 21031
p: 410-584-1953
e: cpaton@networkmediapartners.com

VAR's official website – VAREALTOR.COM

VAREALTOR.COM features timely news and updates on both the local and national real estate industry. Realtors are visiting this site for event information, to download forms, access the legal resource center, and to read content pertinent to their business.



WEB BANNER ADVERTISING OPPORTUNITIES:

Rotating banner (6 total spaces available)

468 x 60 pixels

6 months: \$2,200

12 months: \$3,600

ADVERTISING SPECS AND DEADLINES:

- Banner reservations and ad materials are due by the 24th of the previous month to be online the first of the following month.
- Banner updates are made on the site once a month.
- Banner should be delivered in GIF format. Animated GIFs are accepted.
- Submit banners via email to Cassie Paton: cpaton@networkmediapartners.com

What's the buzz on Virginia's real estate industry? Check out VARbuzz.com, VAR's blog.



Two opportunities to connect and interact with Virginia Realtors on the blog:

Social Media Sponsorship:

- 12 month exclusive banner on VARbuzz.com
- 12 month button on VARealator.com
- Exclusive text ad in the RSS feed
- 4 opportunities to submit content to the blog!
- Twitter integration – @VARbuzz will tweet once a month about your company! You submit the content.

6 months: \$4,500

12 months: \$7,500

Exclusive Web Banner with RSS text ad:

- Your company banner featured on the blog, along with a text ad in the RSS feed

6 months: \$3,000

12 months: \$5,400

ADVERTISING SPECS AND DEADLINES:

- Banner size is 240 x 240 pixels
- Banner should be delivered in GIF format. Animated GIFs are accepted.
- Banner reservations and ad materials are due by the 24th of the previous month to be online first of the following month.
- Banner updates are made on the site once a month.
- Submit banners via email to Cassie Paton:
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Commonwealth Online – VAR’s e-newsletter hits Virginia Realtors’ inboxes twice per month.

On the first and third Tuesday of each month, Virginia Realtors receive information on top real estate news, including events, education offerings, leadership opportunities, and much more! **Include your business in the most important email communication from VAR.**

Three prominent banner positions available:

Top Banner Placement

468 × 60 pixels

\$500 per month (includes two sends, first and third Tuesday of the month)

Side Banner Placement

133 × 266 pixels

\$500 per month (includes two sends, first and third Tuesday of the month)

Bottom Banner Placement

460 × 60 pixels

\$400 per month (includes two sends, first and third Tuesday of the month)

Frequency discounts available. Contact **Brittany Sullivan**.

ADVERTISING SPECS AND DEADLINES:

- Banner reservations and ad materials are due by the 24th of the previous month.
- Banner updates are made once per month.
- Formats accepted: JPEG, GIF, or PNG format. Animated GIFs are accepted.
- Submit banners via email to Cassie Paton: cpaton@networkmediapartners.com

2012 Events: Sponsor and exhibit at a VAR event and meet face to face with the most active real estate professionals in Virginia.



The REal Show

October - The Virginia Beach Convention Center

VAR's largest networking and education event of the year will be October 5-6, 2012 at the Virginia Beach Convention Center. By sponsoring and exhibiting at this key annual event, your company will meet face to face with active real estate professionals from across Virginia.

Contact Brittany Sullivan for more information on these events. Custom sponsorships packages available.



Local Association Leadership Conference

December - Omni Charlottesville Hotel

An event for association executives from Virginia's 29 local associations, past presidents, and sales award winners. Sponsor this event and build relationships with those shaping the Virginia real estate market.



Legislative & Education Conference – Get Active!

February - The Omni Richmond Hotel

This conference is a Realtor's once-a-year chance to participate in Realtor Day on the Hill and advocate for their business at the Virginia State Capitol. During this event, they learn about the latest statewide industry trends through top-notch education offerings. Custom sponsorship opportunities are available.