



## Advertising & Sponsorships for 2018

Kentucky REALTORS® is the source for the latest information on the real estate industry. Reach Kentucky REALTORS® all year long through our print and online marketing opportunities. The Kentucky REALTOR® magazine, the KYR website ([kyrealtors.com](http://kyrealtors.com)), and our e-newsletter are focused on real estate professionals throughout the state.

Advertising with Kentucky REALTORS® is the perfect way to put your products and services directly in front of the market you are targeting.



### About

#### Kentucky REALTORS®

Kentucky REALTORS® (KYR), Inc. is one of the largest and most influential associations in Kentucky. Founded in 1922, KYR represents 10,200 REALTORS® who are involved in all aspects of real estate, including residential and commercial real estate brokers, sales agents, developers, builders, property managers, office managers, appraisers and auctioneers.

KYR serves as a conduit to growth, knowledge and professionalism for our members and the real estate industry as a whole. The Association is committed to delivering our members the very finest tools and information to help them succeed - and to meet the needs of today's property buying and selling consumers.

As "The Voice for Real Estate in Kentucky," a primary value of KYR is to serve and represent our members in regulatory and legislative matters; to keep the REALTOR® central to the real estate transaction; to promote member integrity, competency and responsible citizenship; and to advocate and protect private property rights and equal housing opportunity.

**2708 Old Rosebud Road  
Suite 200  
Lexington, KY 40509**

[kyrealtors.com](http://kyrealtors.com)





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Readership is over **11,000** which includes REALTORS®, legislators, community leaders and potential home buyers and sellers. The magazine is also distributed at special meetings and events to provide added exposure and recognition.

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## Kentucky REALTOR® Magazine

Kentucky REALTOR® is the only statewide publication serving the Kentucky real estate profession. Distributed twice a year, it includes timely information on trends and best practices, tools and resources for the industry. It also offers professional development and news about community involvement from professionals around the state.

Our readers depend on the pertinent information they find in Kentucky REALTOR® to stay ahead in the ever-evolving real estate industry. The need for a reliable source of news is greater than ever, and REALTORS® count on Kentucky REALTOR® to be that source.

## Editorial Content

### Regular Features

KYR News/Updates  
President's Message  
Legal Update  
Legislative Affairs  
Housing Statistics  
Marketing/Technology Tips  
Kentucky Real Estate Commission News  
Local Association/Board News  
By The Numbers  
Community Profile  
CEO Message  
A Day in the Life of...

### Additional Articles

KYR Business Meeting Updates/Follow-up  
Education/Professional Development Topics  
Important NAR Updates  
Upcoming Event Dates  
Industry Issues

The Kentucky REALTOR® magazine took top honors at the Thoroughbred Chapter PRSA annual banquet in the category for "magazine for internal audiences" after just two years of publication.





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## Kentucky REALTOR® Magazine

### ELECTRONIC FILES

Please note our file submission requirements:

Image Resolution: 300 dpi

Line Screen: 150 dpi

Trim Safety: .25" in from trim on all four sides - top, bottom, face and gutter

Bleed: .125" extra from outside trim on all four sides - top, bottom, face and gutter

Acceptable Digital File Format: PDF & JPG

PDF (exported as CMYK ready) must be made from a Post-Script file with all fonts and CMYK high-resolution images embedded

All elements must be 100% size

Questions or for more information about advertising, please contact Hunt Cooper at 800.264.2185 or [hcooper@kyrealtors.com](mailto:hcooper@kyrealtors.com).

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### Ad Rates (per issue)

Color/B&W Rates	1x	2x
1/8 Page	\$300	\$275
1/4 Page	500	450
1/2 Page	800	725
Full Page	1200	1100
Inside Back Cover	1400	1300
Inside Front Cover	1500	1400
Back Cover	1700	1600
Center Spread	2700	2500

Guaranteed placement: add 10% premium.  
Select pages are not open to advertising.

### AD SPECS Publication trim size: 8 3/8" x 10 7/8"

Ad Sizes	Non-Bleed	Bleed
Full Page (including covers)	7.5"w x 10"t	8.625"w x 11.125"t
1/2 PAGE (horizontal)	7.5"w x 4.75"t	8.625"w x 5.375"t
1/2 PAGE (vertical)	3.5"w x 10"t	4.125"w x 11.125"t
1/4 PAGE	3.5"w x 5.375"t	N/A
1/8 PAGE	3.5"w x 2.7"t	N/A
Center Spread	16"w x 10"t	17.125"w x 11.125"t

### Advertising Deadlines

The Kentucky REALTOR® is scheduled to be published twice (2X) in 2018 - a spring edition and a fall edition. Material deadlines will be March 9 (spring) and August 10 (fall). Please contact KYR for information regarding deadline information.





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## Website sample ad:



Realtors Property Resource® (RPR) delivers on-the-go access to an all-encompassing real estate platform, available exclusively to REALTORS®, and offered at no additional cost. Easily accessed through desktop, iOS and Android devices.

[Find out more](#)

## Newsletter sample ad:

First-Time Home Buyer Checklist: Have You Done Everything?  
 5 DIY Projects You Can Take On With Your Significant Other  
 Mortgage Rates Hold Steady in Spite of Markets

Editor's Note: This was originally published on KRC's sister's blog, HomeCall. See what else...

Point To: [Mortgage Rates That](#)  
 Mortgage rates were steady or slightly lower today, even though bond...

### UPCOMING EVENTS

26  
APR

#### 2017 Broker Summit

Covington Plaza Louisville Airport Expo Ctr, Phillips Lane, Louisville, KY, United States

[register](#)

Are you missing out on a bigger tax refund?



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## Kentucky REALTOR® Website

The Kentucky REALTORS® website, [www.kyrealtors.com](http://www.kyrealtors.com), serves as information central to real estate information for our REALTOR® membership as well as to the public. Kentucky REALTORS® and visitors look to this site to stay informed on the latest market, technology and legislative trends. Recently redesigned, the site is also serves as the portal to member event and course registrations as well as the hub to all social media outlets available to members.

Ad Rates (per month)	1 month	2 or more (10% discount)	Annual (25% discount)
Website ( <a href="http://www.kyrealtors.com">www.kyrealtors.com</a> )	\$200	\$180	\$150

- Static ad
- 300 pixels wide x 250 pixels high
- JPEG and GIF formats accepted
- Location is determined on a first-come, first-serve basis

Ad will appear on the home page and on every interior page (near the bottom of the page) within the site giving advertisers exposure on every page within the site.

## Kentucky REALTOR® E-Newsletter

Arrive in the inbox of over 11,000 subscribers when you advertise in the Kentucky REALTOR® E-Newsletter. The newsletter is a publication sent to all members via email and archived on the website. It includes topics that cover the full range of real estate including legislative issues, best business practices, state/national trends, technology updates and Association programs.

Ad Rates (per month)	1 month	2 or more (10% discount)	Annual (25% discount)
E-Newsletter	\$100	\$90	\$75

- Full color banner ad with link in each email (600 pixels x 100 pixels)
- Short “advertorial” with logo at the bottom of the newsletter (~100 words) to run periodically
- Sponsor provides graphics and copy, can be changed each issue



# Advertising Insertion Order & Agreement

Please indicate your request by checking the appropriate boxes below:

Advertising Rates (per issue)		
Color/B&W Rates	1x	2x
1/8 Page	\$300 <input type="checkbox"/>	\$275 <input type="checkbox"/>
1/4 Page	500 <input type="checkbox"/>	450 <input type="checkbox"/>
1/2 Page	800 <input type="checkbox"/>	725 <input type="checkbox"/>
Full Page	1200 <input type="checkbox"/>	1100 <input type="checkbox"/>
Inside Back Cover	1400 <input type="checkbox"/>	1300 <input type="checkbox"/>
Inside Front Cover	1500 <input type="checkbox"/>	1400 <input type="checkbox"/>
Back Cover	1700 <input type="checkbox"/>	1600 <input type="checkbox"/>
Center Spread	2700 <input type="checkbox"/>	2500 <input type="checkbox"/>

Issue  
 Spring   
 Fall   
 Year \_\_\_\_\_

Ad Rates (per month)	1 month	2 or more (10% discount)	Annual (25% discount)
Website (www.kar.com)	\$200 <input type="checkbox"/>	\$180 <input type="checkbox"/>	\$150 <input type="checkbox"/>
E-Newsletter	\$100 <input type="checkbox"/>	\$90 <input type="checkbox"/>	\$75 <input type="checkbox"/>

Month(s): \_\_\_\_\_

Company Name: \_\_\_\_\_  
 Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Amount: \_\_\_\_\_ Payment type:  VISA  MC  AMEX  Check/MO (payable to KY REALTORS®)  
 Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 Authorized Signature (required): \_\_\_\_\_

This contract for advertising represents a commitment to advertise and shall serve as a binding agreement between the parties. Refer to the advertising terms & conditions.

Please print or type and mail/fax/email form to Hunt Cooper at 859.263.7565 or hcooper@kar.com.  
 For more information, call 800.264.2185.



# Advertising & Sponsorships for 2018

## Events

### Annual Convention & Expo

Louisville, KY - Galt House (2018)

Held in September

As the largest gathering of Kentucky REALTORS® throughout the year, the annual convention brings together professionals from all real estate categories to learn about the latest products and services available. The Convention allows REALTORS® networking opportunities with fellow members while providing national speakers and presenters on various topics that increase knowledge of the real estate industry.

Sponsorships are available for the Annual Convention & Expo. Sponsorship packages and prices vary, please call for more information.



### Legislative & Business Meeting

Frankfort, Kentucky

Held in February

### Summer Business Meeting

Gatlinburg, TN (2017)

Held in June

### Leadership Conference

Lexington, Kentucky

Held in December

Questions or for more information about sponsorships, please contact Hunt Cooper at 800.264.2185 or [hcooper@kyrealtors.com](mailto:hcooper@kyrealtors.com).

To explore opportunities for your company at any of the events listed above, please contact KYR to discuss the benefits of being involved.

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## Advertising Terms & Conditions

- All advertising accepted is subject to the approval of the publisher. The advertiser and advertising agency assume liability for entire content of advertisements printed and also assume responsibility for any claims therefrom made against the publisher.
- Copy submission is the responsibility of the advertiser and/or advertising agency. No cancellation will be accepted after the closing date for space, and cancellations must be submitted in writing.
- Advertisement of last insertion will run if copy is not received by specified closing date; if no previous insertion, client is liable for cost of contracted space not used, and space will be re-allocated at the discretion of the publisher.
- No advertisement will be accepted from any nonmember individual or organization that directly competes with a Kentucky REALTOR® or with the Kentucky Association of REALTORS® (KYR). KYR does not accept political advertisements.
- KYR reserves the right to refuse any advertisement, reject or revise all copy submitted, or to cancel advertising at any time. Advertising shall also be subject to all other policies adopted by KYR.
- Advertisers shall comply with all applicable state and federal laws, rules and regulations. All ads shall contain accurate claims and representations, fully state factual material and shall not misrepresent facts or create misleading impressions. Advertising shall comply with the Federal Trade Commission's truth-in-advertising rules; i.e., advertising must be truthful and non-deceptive; advertisers must have evidence to back up their claims; and advertisements cannot be unfair. All advertising shall be clearly identifiable as such, and will be distinguishable from editorial content.
- A written and signed agreement is required for any advertisement.
- If contract advertising at frequency rates is cancelled, advertiser will be billed at the 1X rate or frequency rate applicable to the quantity of space used.
- Advertisers/sponsors are required to pay in advance.
- KYR, in its sole discretion, will interpret and enforce this policy. Further, KYR reserves the right to change this policy at any time without notice.

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Questions or for more information about the affinity partner program, please contact Hunt Cooper at 800.264.2185 or [hcooper@kyrealtors.com](mailto:hcooper@kyrealtors.com).

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## Affinity Partners

The affinity partner program with Kentucky REALTORS® offers involvement to suit the needs and budget of any business. Become an affinity partner today to begin networking with over 11,200 REALTOR® members and give your network a lift. Make the right connections with KYR - we know how to connect you with the right players in the field and we provide unique marketing opportunities to grow your business.

Affinity partners play a vital role in the Association, a role that is becoming increasingly more active.

## BENEFITS

- Year-round networking opportunities with almost 11,000 REALTOR® members
- Direct mail opportunities to KYR members
- Free subscription to the Kentucky REALTOR® magazine
- Initial opportunity to include article in the Kentucky REALTOR® magazine with text byline comment stating partnership
- Listing on our affinity partner page on the website (includes link)
- Announcement in KYR newsletter
- Opportunity to promote products and/or services at certain KYR programs and events
- Recognition of partnership status

