



MASSACHUSETTS  
ASSOCIATION OF  
REALTORS®

www.marealtor.com

BAY STATE REALTOR®

# Advertising Specifications

## General Specifications

TRIM SIZE: 8" x 10 1/2"

Keep all live matter 1/4" from the trim.

LIVE AREA: 7" x 9 1/2"

LINE SCREEN: 110

COLOR: 4-Color Process throughout, SWOP Standard. All spot colors must be converted to CMYK.

BINDING: Saddle-stitched

PRINTING PROCESS: Heat Set Web Offset

## Guidelines for Digital Ads

- Digital materials must include all images and fonts. CD-ROMs, ZipDisks, diskettes accepted.
- Acceptable Application Programs include: QuarkXPress, Pagemaker, Acrobat 3.0, Illustrator, InDesign, Photoshop.
- Uploaded files over 1.5 megabytes must be compressed before sending.
- Contone (Continuous color scans) should be 250–300 dpi, CMYK (not RGB) or grayscale, and saved as TIFF or EPS. Line-art scans should be 1,200 dpi saved as BMP or TIFF.
- Ads with less than 4-color must be indicated in spot color CMYK format.
- All images, B&W or color, must be linked.
- Always include a hard-copy color proof, and when possible, a Kodak Approval or Digital MatchPrint.
- B&W ads require a hardcopy laser print at 300 dpi minimum. Halftones or clip art at minimum 170 dpi or 85 lines per inch.

## Guidelines for Camera Ready Materials

Advertisers must provide camera-ready advertising materials in one of the following formats:

- HARD COPY: PMT, Velox preferred using up to 110 line per inch screens or laser print at 300 dpi minimum (600 to 1,200 dpi preferred).
- FILM: Right Reading/Emulsion Down, 150 line-per-inch screen. CMYK separations must include crop marks, registration marks and page information.

- ELECTRONIC: CD-ROM, ZipDisk or diskette with images in EPS or TIFF format. PDF files in compressed format only will be accepted.

## Advertising Policy

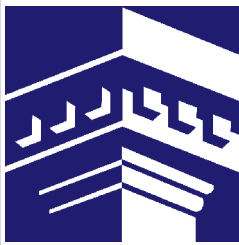
- The publisher reserves the right to reject or to cancel any advertisement at any time.
- Advertisers and advertising agencies shall assume liability for all content (including text, representation and illustration) of advertisements printed, and shall also assume responsibility for any claims arising therefrom made against the publisher.
- The publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts beyond the control of the publisher.
- The word "advertisement," in not less than 7-point type, must be carried at the top of all advertisements that carry no signature or simulate editorial material. The advertiser will be charged for alterations and corrections.
- The most recent advertisement will be picked up unless otherwise indicated on the insertion order.
- A commission of 15% of gross billing is allowed to recognized advertising agencies, provided the account is paid within 30 days of the invoice date.

*Terms and rates are subject to change without notice.*

## Send All Materials To:

Wendy Wu  
Strategic Communications, Inc.  
One Gateway Center, Suite 651  
Newton, MA 02458

**For more information, contact Wendy Wu at  
617-969-0700 ext. 208 or [wwu@stratcomm-inc.com](mailto:wwu@stratcomm-inc.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	\$1,970	\$1,850	\$2,200
Full Page Bleed	8 1/4" w x 10 3/4" d	\$2,166	\$2,033	\$2,420
1/2 Page	7" w x 4 7/16" d	\$1,320	\$1,185	\$1,760
1/2 Page Bleed	8 1/4" w x 5 5/16" d	\$1,450	\$1,300	\$1,940
1/3 Page	4 9/16" w x 4 7/16" d	\$825	\$770	\$1,450
1/4 Page	3 3/8" w x 4 7/16" d	\$715	\$630	\$1,190
1/6 Page	2 3/16" w x 4 7/16" d	\$550	\$520	
1/8 Page	3 3/8" w x 2 3/8" d	\$420	\$400	

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	\$4,200	\$4,100
Center Spread Bleed	16 1/4" w x 10 3/4" d	\$4,200	\$4,100
Inside Front Cover	7 1/2" w x 10" d	\$2,600	\$2,500
Inside Back Cover	7 1/2" w x 10" d	\$2,600	\$2,500
Back Cover	7 1/2" w x 10" d	\$3,000	\$2,900
Page One	7 1/2" w x 10" d	\$2,500	\$2,450
P/O* Table of Contents	7 1/2" w x 10" d	\$2,500	\$2,450
P/O President's Column	7 1/2" w x 10" d	\$2,500	\$2,450
P/O Legal Hotline	7 1/2" w x 10" d	\$2,500	\$2,450
P/O Licensing Law	7 1/2" w x 10" d	\$2,500	\$2,450
P/O Professional Development	7 1/2" w x 10" d	\$2,500	\$2,450

\*Page Opposite

All rates are effective January 1, 2008.

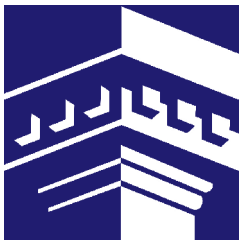
First-time advertisers who place a single insertion order in Bay State REALTOR® magazine shall be required to make full payment in advance of the ad appearing in the magazine.

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.

**Classified Advertising is available. For more information, contact Clint Baker at 978-372-3951.**



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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	\$475	\$500
Full Page Bleed	8 1/4"W x 10 3/4"D	\$475	\$500
1/2 Page	7"W x 4 7/16"D	\$325	\$350
1/2 Page Bleed	8 1/4"W x 5 5/16"D	\$325	\$350
1/3 Page	4 9/16"W x 4 7/16"D	\$225	\$250
1/4 Page	3 3/8"W x 4 7/16"D	\$225	\$250
1/6 Page	2 3/16"W x 4 7/16"D	\$175	N/A
1/8 Page	3 3/8"W x 2 3/8"D	\$175	N/A

*Note: Rates include two review rounds. The advertiser will be supplied with a PDF of their final ad.  
Terms and Rates are subject to change without notice.*

## Creative Requirements

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

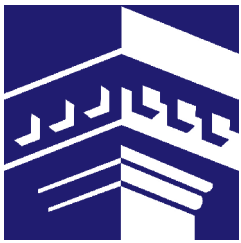
- All ad copy, including contact information.
- Print-ready, high-resolution (300 dpi) logo, if applicable.
- High-resolution artwork, if applicable.
- PMS colors (for a CMYK match), if applicable.
- Existing style guides or branding guides, if applicable.

## 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  
Wendy Wu at 617-969-0700 ext. 208 or [wwu@stratcomm-inc.com](mailto:wwu@stratcomm-inc.com).**



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# MAR Web Site and E-Newsletter Advertising Opportunities

## ■ MAREALTOR.COM

The MAR website, MAREALTOR.com, serves as the interactive pipeline to the MAR membership and the general public. Members find information on market data, industry issues, legislative updates and are able to sign up for educational programs and association events being offered. Consumers are provided a link to the full MAR member database as well as abundant buyer and seller tips and tools to make the real estate transaction a painless, informed experience.

### Ad specifications:

- **Placement** – Advertising banners are placed at the top of each page with the exception of the home page. Banner Ad Size: 468 x 60 pixels. File size not to exceed 30K for any format.
- **Applications** – Banner advertising will only be accepted in the following formats: GIF (animated or static), JPG, PNG, Shockwave, or Flash. For GIF, JPG, and PNG banners please provide a link to your landing page. For Shockwave and Flash banners please embed your landing page link within the file.

### Run of Site *Flat Rate Per Month:*

Frequency	3x	6x	9x	12x
Cost	\$1,200	\$1,100	\$1,000	\$900

## ■ BAYSTATEREALTOR.COM

BayStateREALTOR.com not only hosts stories from the printed publication but it is updated frequently with business news and information REALTORS® need. Advertising online is the perfect complement to your advertisement in Bay State REALTOR® magazine.

### Ad specifications:

- **Placement** – Advertising in rotation at the top of each page or on the left side of each page. Banner Ad Sizes: 468 x 60 pixels (for top banner) and 300 x 150 pixels high for left side tile. File size not to exceed 30K for any format.
- **Applications** – Banner advertising will only be accepted in the following formats: GIF (animated or static), JPG, PNG, Shockwave, or Flash. For GIF, JPG, and PNG banners please provide a link to your

landing page. For Shockwave and Flash banners please embed your landing page link within the file.

### Run of Site (including home page):

*Flat Rate Per Month:*

Frequency	3x	6x	9x	12x
Cost	\$1,200	\$1,100	\$1,000	\$900

### Premium Positions:

HOME PAGE *Flat Rate per month: Rotation is on home page only.*

Frequency	3x	6x	9x	12x
Cost	\$1,440	\$1,320	\$1,200	\$1080

SECTION HOME PAGE *Flat Rate per month:*

*Rotation is on specific Section Home Page only.*

- News and Features
- Sales & Marketing
- Law & Ethics
- Technology
- Professional Development
- Association News

Frequency	3x	6x	9x	12x
Cost	\$1,320	\$1,210	\$1,100	\$990

## ■ MAR E-NEWSLETTERS

MAR e-newsletters are sent twice per month to the entire membership, providing up-to-date information on association news, events, and industry trends. Sponsor an e-newsletter with an ad in MAR's *Bay State REALTOR® Monthly Real Estate News* or *Association News & Events*.

### Sponsor Ad specifications:

- Space is provided directly under the masthead with a heading that reads: "This Edition Sponsored By." Three lines of text or a banner ad size of 350 x 70 pixels is accepted. File size not to exceed 30K for any format.

BAY STATE REALTOR® MONTHLY REAL ESTATE NEWS *Flat Rates*

Frequency	3x	6x	9x	12x
Cost	\$1,050	\$896	\$764	\$700

ASSOCIATION NEWS & EVENTS *Flat Rates*

Frequency	3x	6x	9x	12x
Cost	\$1,050	\$896	\$764	\$700