



promote | protect | educate

NATIONAL REAL ESTATE INVESTORS ASSOCIATION


A non-profit Trade Association serving the Real Estate Investing Industry for over 20 years.

2011
Industry Product &
Service Provider:
Information & Rate Sheet


National REIA Opportunity, Action & Resource Guide

National REIA printed its OAR Guide is printed annually as a resource to its local association members as a welcome package or resource to build value through resources and education from our Industry Partnership. Your company will receive marketing recognition through advertising to a distribution of over 55K, Editorial Listings, preferred charter support on future printings and a very strong ROI


AD SPECIFICATIONS




spread
dimensions:
16.75" x 10.5"




full page*
dimensions:
8.375" x 10.5"
plus bleed




1/2 page
dimensions:
vertical 3.75" x 9.75"
horizontal 7.875" x 4.75"




1/3 page
dimensions:
vertical 2.5" x 9.75"
horizontal 7.875" x 3.125"



1/4 page
dimensions:
vertical 3.75" x 4.75"



business card
dimensions:
vertical 3.75" x 2.25"



covers
dimensions:
8.375" x 10.5"
*back cover
back inside cover
front inside cover*

dimensions:
Final trim of the magazine is:
8.375" x 10.5"
* .125" bleed is applicable.
Note: bleeds only available on full page ads.

file specs:



- macintosh platform preferred
- PDF file 300 dpi with fonts embedded.
- flattened TIFF file 300dpi CMYK
- indesign files with all fonts and graphics included.
- all files must be 300 dpi minimum - CMYK

An accurate color proof must be provided, (we are not responsible for inaccuracies in color if no proof is provided)

Page Size	Cost	Advertiser Count	Pages Count
Full Page	\$3,790	20	20
Half Page	\$1,990	30	15
Quarter Page	\$1,190	16	4
Premiums (Spread)	\$7,190	2	4
2nd(+) Spread	\$6,490	2	6
Outside Back Cover	\$7,190	1	1
Inside Back Cover	\$4,290	1	1
Listings	\$425	40	4

National REIA Website Marketing

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Item Rate	Description
<p>Listing on Product & Service Provider Page on National REIA Website</p> <p>\$ 500</p>	<p>listing on www.nationalreia.com vendor page for one calendar year with logo and links that direct to your website, and contact details. (Please see example below)</p>  <p>The screenshot shows the 'Preferred Vendors' section of the National REIA website. It includes a search bar with 'SEARCH BY CATEGORY' set to 'All Categories' and a 'Find' button. Below the search bar, there is a paragraph of text: 'National REIA Vendors support us all year long and provide critical services to our member associations. These vendors are experts in their fields. Please support them by visiting their websites or by using them for programming as speakers or vendors at our meetings. They will save you and your members time and money!' This is followed by a bolded question: 'Are you a business that serves the real estate investing industry?' and a paragraph explaining the benefits of partnering with National REIA as a vendor or event sponsor. At the bottom of the screenshot, there is a 'Background Screening' section with the 'FIRST Advantage SafeRent' logo and links for 'Vendor Website' and 'Details'.</p>
<p>Banner Listing on Product & Service Provider Page on National REIA Website</p> <p>\$ 775</p>	<p>448 x 67 pixel banner with listing on www.nationalreia.com vendor page for one calendar year with logo and links that direct to your website, and contact details.</p>  <p>The banner features the logo for 'NATIONAL REAL ESTATE INSURANCE GROUP' with the tagline 'The official insurance agency of the National REIA.' To the right, it says 'All your Rental Properties on one policy. Even 10 or more. We can do it.' and includes a 'Click for a proposal.' button with the phone number '888 741 8454'.</p>
<p>Web Advertising Buttons on National REIA Website (add on to Banner Listing)</p> <p>\$ 525</p>	<p>448 x 67 pixel banner with listing on www.nationalreia.com vendor page for one calendar year with logo and links that direct to your website, and contact details.</p>  <p>The banner features the 'Rentals.com' logo with the tagline 'Where renters and landlords click.' Below the logo, there are three bullet points: 'Fill your vacancies faster', 'List easily, edit anytime', and 'Reach millions of qualified renters'. At the bottom right, there is a yellow circular badge that says '20% OFF' and 'Receive 20% off a standard listing!'.</p>
<p>Banner Listing on National REIA Home Page</p> <p>\$ 5,000</p>	<p>681x75 Pixel banner ad listing in rotation on National REIA Website Home-page for one rotating calendar year (Rotation Based Upon number of Ads)</p>

National REIA Communication Marketing

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Item Rate	Description
<p>National REIA Email Blast Included in Scheduled Communication to Database</p> <p>\$ 775</p>	<p>Ad space to be folded into National REIA's existing marketing plan. National REIA reserves the right to authorize any communication submitted for distribution.</p>
<p>National REIA Email Blast to Database</p> <p>\$1,000</p>	<p>Specifically created message to act as a stand alone message by an individual or company to be communicated to the National REIA membership. National REIA reserves the right to authorize any communication submitted for distribution.</p>
<p>"This Week @ National REIA" Bi Weekly E Newsletter Sponsorship Ad</p> <p>\$895</p>	<p>Ad space located below the intro header of the National REIA bi weekly e newsletter that is distributed as a means of communication to the National REIA database.</p>
<p>"This Week @ National REIA" Bi-Weekly E-Newsletter Article</p> <p>\$1,425</p>	<p>An informational article to be used as content in the National REIA bi weekly e newsletter that is distributed as a means of communication to the National REIA database. The article will be posted on the website to be made available to organizations to use in their local newsletters and membership distribution.</p>
<p>National REIA Postcard Mailing to Database</p> <p>\$495 + postage and handling</p>	<p>Standard Post Card mailing to National REIA database with option to create postcard and ship to National REIA mail house, or have mail house create and mail postcard. <i>(*please contact for mail house rates)</i></p>

National REIA Winter Cruise Conference

National REIA printed its OAR Guide is printed annually as a resource to its local association members as a welcome package or resource to build value through resources and education from our Industry

Item Rate	Description
Event Sponsor <i>(Limit 1)</i> \$17,500	<ul style="list-style-type: none"> Prominent Logo used on all promotional material identifying organization as the event sponsor 90 minutes speaking in main room 10 Minute introduction from the front of room Cocktail Party for Cruisers Vendor & Closing Night Reception Table Article in e-newsletter and cruise manual Full Page Ad in Cruise Manual Mailing & E-Mail Blast to National REIA Database Can provide item for attendee bag 1 Hour Evening Q&A Sessions 2 Basic Cabins (4 berths)
Underwriting Sponsor \$10,000	<ul style="list-style-type: none"> Logo appears on all promotional print material 90 Minutes Speaking 5 Minute introduction from the front of the room Vendor & Closing Night Reception Table Full Page Ad in cruise manual Article in Cruise Manual Mailing and E-mail Blast to cruisers 1 Hour Evening Q&A Sessions Can provide item for attendee bag 1 Basic Cabin (2 Berth)
Supporting Sponsor \$7,500	<ul style="list-style-type: none"> Logo appears on all promotional printed material 90 minutes Speaking Vendor & Closing Night Reception Table 1/2 page ad in cruise manual Can provide item for attendee bag 1 Hour Evening Q&A Sessions 1/2 Cabin (1 Berth)
Sponsor \$3,000	<ul style="list-style-type: none"> Vendor & Closing Night Reception table Logo appears on all promotional print material 1 Hour Evening Q&A Sessions 1/4 page Ad in cruise manual Can provide item for attendee bag
Non Attending Sponsor \$1,000	<ul style="list-style-type: none"> Business Card Ad in cruise manual Item for Attendee Bag
A la carte Cost	Item
\$5,000	90 Minute speaking time <i>*subject to availability</i>
\$8,000	Cocktail Party for cruisers
\$775	1/4 Page Ad in cruise manual
\$675	Item for attendee bag

National REIA Midyear Leadership Conference

Item Rate	Description
<p>Event Sponsor <i>(Limit 1)</i></p> <p>\$10,000</p>	<ul style="list-style-type: none"> • Prominent logo use on all promotional material identifying as the event sponsor • Full page Ad in conference binder • Full Page Ad in Awards of Excellence Program • Link to website from National REIA's Mid Year Event page • Large Logo on Conference Banner in General Session Room • Identified as Event Sponsor at Welcome & Introduction with 5 minutes speaking • 20 Minutes exclusive speaking during peak conference hours • Exhibit Space Thursday to Saturday • Premiere Booth Selection • 4 All Conference Passes
<p>Underwriting Sponsor <i>(Limit 4)</i></p> <p>\$8,000</p>	<ul style="list-style-type: none"> • Prominent logo use on all promotional material identifying as one of the underwriting sponsors • 1/2 page Ad in conference binder • 1/2 page Ad in Awards of Excellence Program • Link to website from National REIA's Mid Year Event page • Identified as Event Sponsor at Welcome & Introduction with 2 minutes speaking • 15 Minutes exclusive speaking during peak conference hours • Exhibit Space Thursday to Saturday • 4 All Conference Passes
<p>Awards of Excellence Sponsor <i>(Limit 1)</i></p> <p>\$7,500</p>	<ul style="list-style-type: none"> • Prominent logo use on all promotional material identifying as the Awards of Excellence sponsor • Awards Program Cover and Full page ad in the Awards of Excellence program • Web listing/Ad announcing sponsorship of Awards program • 1/4 page Ad in conference binder • 10 minutes speaking during awards presentation • Collateral placement during awards presentation • Exhibit Space Thursday to Saturday • 4 All Conference Passes
<p>Advanced Leadership Sponsor <i>(Limit 2)</i></p> <p>\$5,000</p>	<ul style="list-style-type: none"> • Prominent logo use on all promotional material identifying as one of the underwriting sponsors • 1/4 page Ad in conference binder • Name on conference banner • 8 minutes intro during session • Collateral placement during session • Exhibit Space Thursday to Saturday • 2 All Conference Passes
<p>Break Out Sponsor <i>(Limit 4)</i></p> <p>\$5,000</p>	<ul style="list-style-type: none"> • Name on conference banner • 8 minutes intro during session • 4—5 minute pitches during Break Out Sessions • Exhibit Space Thursday to Saturday • 2 All Conference Passes

National REIA Midyear Leadership Conference (Continued)

Item Rate	Description
<p>Meal Sponsor (Limit 2)</p> <p>\$3,500</p>	<ul style="list-style-type: none"> • 1/4 page Ad in conference binder • Name on conference banner • 5 minutes intro during session • Exhibit Space Thursday to Saturday • 2 All Conference Passes
<p>Exhibitor</p> <p>\$875</p>	<ul style="list-style-type: none"> • Exhibit Space Thursday to Saturday • Name on conference banner • Business Card Ad in conference binder • 2 All Conference Passes
<p>National Speaker Exhibitor (Limit 10)</p> <p>\$1,275</p>	<ul style="list-style-type: none"> • Exhibit Space Thursday to Saturday • Roundtable display at Friday Night Cocktail Party • Name, Topic and Contact information printed in Annual Speaker Directory • 2 drink tickets • Name on conference banner • Business Card Ad in conference binder • 2 All Conference Passes