



promote | protect | educate

**NATIONAL REAL ESTATE INVESTORS ASSOCIATION**

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

**Industry Partner:**  
*Information, Rate Sheet  
and Application*

## Introduction

The National Real Estate Investors Association was founded in 1985 to support Real Estate Investor Associations (or REIAs) around the country while maintaining high levels of professionalism within the real estate investing industry. National REIA was born out of a need for more education, collaboration, networking, and recognition for those individuals who were struggling to grow their local Real Estate Investment groups, and continues to serve as a source for the independent real estate investment industry. Our key focus areas are membership, education, administration/governance, information/communication and legislative affairs.

The National Real Estate Investors Association is a 501 (c) 6 trade association. National REIA is a federation made up of local associations or investment clubs throughout the United States, and representing local investor associations, property owner associations, apartment associations, and landlord associations on a national scale. Together, National REIA represents the interests of more than 40,000 members across the U.S. As such, National REIA is the largest broad based organization dedicated to the individual real estate investor and independent property owners.

**National REIA's Mission is to develop and promote local real estate investor organizations while serving the interests of the real estate investing industry through networking, education, leadership on legislative issues, and promoting professionalism and standards of excellence in real estate investing.**

## Partnership Aims

The aims of the National REIA Industry Partnership is to raise the profile of real estate investing as a discipline and to promote excellence in REIAs across the country.

To achieve these aims the National REIA Industry Partners will undertake to:

- Engage in awareness raising campaigns using communication specialists
- Carry out industry research to better understand the real estate investing and
- Hold workshops and events to share knowledge
- Publish awareness raising papers and documents
- Run High Profile Real Estate investing Awareness Weeks
- Lobby government and high profile organization

The National REIA Partnership will offer two types of Partnership:

## Industry Partners and Corporate Partners

Industry Partners within the National REIA Partnership are likely to be those companies that make or deliver real estate investing products and services and who wish to have an opportunity to network with existing and potential clients and to showcase their products and services

Corporate partners are organizations that practice a standard of excellence in the real estate investing and independent property owners industry, and aim to achieve the highest standards in real estate investing and independent property owners industry by appointing qualified consultants where possible and/or encourage existing staff to become engaged.

## Industry Partner Packages

Industry Partners within the National REIA Partnership will have the following opportunities to present their products and services of National REIA and to contacts within the National REIA Partnership. These marketing opportunities are in addition to the Corporate Partner package which can be found below

Partnership Feature	Gold Partner	Silver Partner	Bronze Partner
	\$9,000 per annum	\$5,000 per annum	\$3,000 per annum
<a href="#">Advertise in National REIA OAR Guide</a> The Opportunity, Action and Resource Guide focus on guiding investors to the right channels	One free full page advertisement each year (rate card value is \$\$\$)  Plus 10% rate card discount for all other advertisements	10% rate card discount for all other advertisements	5% rate card discount for all other advertisements
<a href="#">Showcase Page on National REIA Website</a>	Opportunity to showcase products and services with links to Partner website	Opportunity to showcase products and services with links to Partner website	Opportunity to showcase products and services with links to Partner website
<a href="#">Web advertising buttons on national REIA website</a> <i>(46x164 Pixels)</i>	3 web buttons available (rate card value \$525=\$1,575)	2 web buttons available (rate card value \$525=\$1,050)	1 web buttons available (rate card value \$525)
<a href="#">National REIA Cruise</a>	50% off sponsorship - Priority Placement	25% off sponsorship - Priority Placement	10% off sponsorship - Priority Placement
<a href="#">National REIA Mid Year</a>	Free Basic Exhibit Space, or 50% off higher level sponsorship  - Priority Placement	Free Basic Exhibit Space, or 25% off higher level sponsorship  - Priority Placement	50% off all sponsorship levels  - Priority Placement
<a href="#">National REIA Day on the Hill</a>	Free Basic Exhibit  - Priority Placement	Free Basic Exhibit  - Priority Placement	Free Basic Exhibit  - Priority Placement
<a href="#">National REIA Fall Marketing and Technology Conference</a>	Free Mid Level Exhibit  - Priority Placement	Free Basic Exhibit  - Priority Placement	Free Basic Exhibit  - Priority Placement


<p><b>Use of National REIA Logo</b>          Demonstrating to clients that the organization is supporting the aims and objectives of National REIA and the National REIA Partnership</p>	<p>Will be provided stating level of Partnership</p>	<p>Will be provided stating level of Partnership</p>	<p>Will be provided stating level of Partnership</p>
<p><b>Develop of other National REIA products and services</b></p>	<p>National REIA will work with Industry Partners to develop a range of other promotional opportunities including</p> <ul style="list-style-type: none"> <li>—Supplier Directory</li> <li>—Roadshows/Events</li> <li>—Codes of Practice</li> <li>—Education</li> </ul>	<p>National REIA will work with Industry Partners to develop a range of other promotional opportunities including</p> <ul style="list-style-type: none"> <li>—Supplier Directory</li> <li>—Roadshows/Events</li> <li>—Codes of Practice</li> <li>—Education</li> </ul>	<p>National REIA will work with Industry Partners to develop a range of other promotional opportunities including</p> <ul style="list-style-type: none"> <li>—Supplier Directory</li> <li>—Roadshows/Events</li> <li>—Codes of Practice</li> <li>—Education</li> </ul>
<p><b>Named Contacts</b></p>	<p>Unlimited—each with unique contact details</p>	<p>Unlimited—each with unique contact details</p>	<p>Unlimited—each with unique contact details</p>
<p><b>National REIA OAR Magazine</b>          The Opportunity, Action and Resource Guide focus on guiding investors to the right channels</p>	<p>Circulated to all Key and Named Contacts</p> <p>Additional copies available on request</p>	<p>Circulated to all Key and Named Contacts</p>	<p>Circulated to all Key and Named Contacts</p>
<p><b>National REIA Workshops</b>          A series of one day workshops are in production which will provide:</p> <ul style="list-style-type: none"> <li>• Access to top-level expertise and shared experiences</li> <li>• Networking and;</li> <li>• Published outcomes</li> </ul>	<p>One Free Place at up to 2 events per year</p> <p>50% percent discount for all named contacts</p> <p>First Time attendees will become Named Contacts</p>	<p>50% percent discount for all named contacts</p> <p>First Time attendees will become Named Contacts</p>	<p>50% percent discount for all named contacts</p> <p>First Time attendees will become Named Contacts</p>

<p><b>Member Discounts</b></p> <p>National REIA, on behalf of members, negotiates discounts on education, products and services</p>	Discounts to Named Contacts	Discounts to Named Contacts	Discounts to Named Contacts
<p><b>National REIA ENewsletter</b></p> <p>Regular E Newsletter sent to National REIA members advising on the latest news, developments and discounts</p>	Sent to all Named Contacts	Sent to all Named Contacts	Sent to all Named Contacts
<p><b>Publishing</b></p> <p>Opportunities to submit articles and white papers for publishing on the National REIA Website, OAR Magazine and E-Newsletter</p>	Accepted from all employees	Accepted from all employees	Accepted from all employees
<p><b>National REIA Congress</b></p> <p>The National REIA plan to develop a series of high level Congresses looking at the latest trends as National REIA matures</p>	Exclusively available to National REIA Leaders and Partner Key and Named Contacts	Exclusively available to National REIA Leaders and Partner Key and Named Contacts	Exclusively available to National REIA Leaders and Partner Key and Named Contacts


# 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><a href="#">Listing on Showcase Page on National REIA Website</a></p> <p><b>\$ 500</b></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><a href="#">Banner Listing on Showcase Page on National REIA Website</a></p> <p><b>\$ 775</b></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><a href="#">Web Advertising Buttons on National REIA Website</a> (add on to Banner Listing)</p> <p><b>\$ 525</b></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><a href="#">Banner Listing on National REIA Home Page</a></p> <p><b>\$ 5,000</b></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

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

Item Rate	Description
<p>National REIA Email Blast Included in Scheduled Communication to Database</p> <p><b>\$ 775</b></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><b>\$1,000</b></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><b>\$895</b></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><b>\$1,425</b></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><b>\$495 + postage and handling</b></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
<b>Event Sponsor</b> <i>(Limit 1)</i>  <b>\$17,500</b>	<ul style="list-style-type: none"> <li>Prominent Logo used on all promotional material identifying organization as the event sponsor</li> <li>90 minutes speaking in main room</li> <li>10 Minute introduction from the front of room</li> <li>Cocktail Party for Cruisers</li> <li>Vendor &amp; Closing Night Reception Table</li> <li>Article in e-newsletter and cruise manual</li> <li>Full Page Ad in Cruise Manual</li> <li>Mailing &amp; E-Mail Blast to National REIA Database</li> <li>Can provide item for attendee bag</li> <li>1 Hour Evening Q&amp;A Sessions</li> <li><b>2 Basic Cabins (4 berths)</b></li> </ul>
<b>Underwriting Sponsor</b>  <b>\$10,000</b>	<ul style="list-style-type: none"> <li>Logo appears on all promotional print material</li> <li>90 Minutes Speaking</li> <li>5 Minute introduction from the front of the room</li> <li>Vendor &amp; Closing Night Reception Table</li> <li>Full Page Ad in cruise manual</li> <li>Article in Cruise Manual</li> <li>Mailing and E-mail Blast to cruisers</li> <li>1 Hour Evening Q&amp;A Sessions</li> <li>Can provide item for attendee bag</li> <li><b>1 Basic Cabin (2 Berth)</b></li> </ul>
<b>Supporting Sponsor</b>  <b>\$7,500</b>	<ul style="list-style-type: none"> <li>Logo appears on all promotional printed material</li> <li>90 minutes Speaking</li> <li>Vendor &amp; Closing Night Reception Table</li> <li>1/2 page ad in cruise manual</li> <li>Can provide item for attendee bag</li> <li>1 Hour Evening Q&amp;A Sessions</li> <li><b>1/2 Cabin (1 Berth)</b></li> </ul>
<b>Sponsor</b>  <b>\$3,000</b>	<ul style="list-style-type: none"> <li>Vendor &amp; Closing Night Reception table</li> <li>Logo appears on all promotional print material</li> <li>1 Hour Evening Q&amp;A Sessions</li> <li>1/4 page Ad in cruise manual</li> <li>Can provide item for attendee bag</li> </ul>
<b>Non Attending Sponsor</b> <b>\$1,000</b>	<ul style="list-style-type: none"> <li>Business Card Ad in cruise manual</li> <li>Item for Attendee Bag</li> </ul>
<b>A la carte Cost</b>	<b>Item</b>
<b>\$5,000</b>	90 Minute speaking time <i>*subject to availability</i>
<b>\$8,000</b>	Cocktail Party for cruisers
<b>\$775</b>	1/4 Page Ad in cruise manual
<b>\$675</b>	Item for attendee bag

## National REIA Midyear Leadership Conference

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

## National REIA Midyear Leadership Conference (Continued)

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



# Partnership Application

<b>Company Name:</b>			<b>Website:</b>
<b>ADDRESS:</b>			
<b>CITY:</b>	<b>ST:</b>	<b>ZIP:</b>	<b>E-MAIL:</b>
<b>PHONE:</b>	<b>FAX:</b>		
<i>National REIA CONTACT PERSON:</i>			<b>TITLE:</b>
<b>ADDRESS:</b>			
<b>CITY:</b>	<b>ST:</b>	<b>ZIP:</b>	<b>E-MAIL:</b>
<b>PHONE:</b>	<b>FAX:</b>		
<i>Local REIA CONTACT PERSON:</i>			<b>TITLE:</b>
<b>ADDRESS:</b>			
<b>CITY:</b>	<b>ST:</b>	<b>ZIP:</b>	<b>E-MAIL:</b>
<b>PHONE:</b>	<b>FAX:</b>		
<i>Marketing CONTACT PERSON:</i>			<b>TITLE:</b>
<b>ADDRESS:</b>			
<b>CITY:</b>	<b>ST:</b>	<b>ZIP:</b>	<b>E-MAIL:</b>
<b>PHONE:</b>	<b>FAX:</b>		

**Payment Information:** Checks and Money Orders should be made payable to "National REIA"

<b>CC #:</b>			
<b>Expiration Date:</b>	<b>Card Verification Code:</b>		
<b>Cardholder Name:</b>			
<b>Billing Address:</b>			
<b>Level of Sponsorship:</b>		<b>Total Due:</b>	
<b>Card Holder Signature</b>		<b>Date:</b>	

