

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	\$2,121	\$1,993	\$2,369
Full Page Bleed	8 1/4" w x 10 3/4" d	\$2,122	\$2,188	\$2,606
1/2 Page	7" w x 4 7/16" d	\$1,421	\$1,276	\$1,895
1/2 Page Bleed	8 1/4" w x 5 5/16" d	\$1,562	\$1,400	\$2,089
1/3 Page	4 9/16" w x 4 7/16" d	\$888	\$830	\$1,562
1/4 Page	3 3/8" w x 4 7/16" d	\$770	\$678	\$1,281
1/6 Page	2 3/16" w x 4 7/16" d	\$592	\$560	
1/8 Page	3 3/8" w x 2 3/8" d	\$452	\$430	

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	\$4,522	\$4,415
Center Spread Bleed	16 1/4" w x 10 3/4" d	\$4,522	\$4,415
Inside Front Cover	7 1/2" w x 10" d	\$2,800	\$2,692
Inside Back Cover	7 1/2" w x 10" d	\$2,800	\$2,692
Back Cover	7 1/2" w x 10" d	\$3,230	\$3,122
Page One	7 1/2" w x 10" d	\$2,692	\$2,638
P/O* Table of Contents	7 1/2" w x 10" d	\$2,692	\$2,638
P/O President's Column	7 1/2" w x 10" d	\$2,692	\$2,638
P/O Legal Hotline	7 1/2" w x 10" d	\$2,692	\$2,638
P/O Licensing Law	7 1/2" w x 10" d	\$2,692	\$2,638
P/O Professional Development	7 1/2" w x 10" d	\$2,692	\$2,638

*Page Opposite

All rates are effective February 1, 2014.

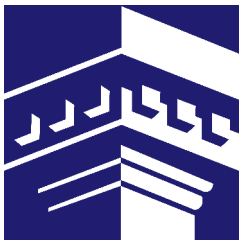
First-time advertisers who place a single insertion order in Bay State REALTOR® magazine shall be required to make full payment in advance of the ad appearing in the magazine.

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 Julie Lewis at 508-612-4841.



MASSACHUSETTS
ASSOCIATION OF
REALTORS®

www.marealtor.com

Creative Rates for Ad Design

STANDARD DESIGN RATES

Size	Mechanical Specifications	B&W	4-Color
Full Page	7 1/2"W x 10"D	\$510	\$538
Full Page Bleed	8 1/4"W x 10 3/4"D	\$510	\$538
1/2 Page	7"W x 4 7/16"D	\$350	\$376
1/2 Page Bleed	8 1/4"W x 5 5/16"D	\$350	\$376
1/3 Page	4 9/16"W x 4 7/16"D	\$242	\$269
1/4 Page	3 3/8"W x 4 7/16"D	\$242	\$269
1/6 Page	2 3/16"W x 4 7/16"D	\$194	N/A
1/8 Page	3 3/8"W x 2 3/8"D	\$194	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
Caroline Bowden at 617-699-3698 or bowdendesign@verizon.net.**