



Advertising & Sponsorships for 2020

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), 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 11,600 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





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Readership is over 12,000 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...

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.

Additional Articles

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





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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 Paul Del Rio at 859-263-7377 or pdelrio@kyrealtors.com.

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Ad Rates (per issue)		
Color/B&W Rates	1x	2x
1/8 Page	\$350	\$325
1/4 Page	550	500
1/2 Page	850	775
Full Page	1300	1200
Inside Back Cover	1500	1400
Inside Front Cover	1600	1500
Back Cover	1800	1700
Center Spread	2800	2600

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 2020 - a spring edition and a fall edition. Material deadlines will be March 13 (spring) and August 14 (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](#)

Kentucky REALTOR® Website

The Kentucky REALTORS® website, 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 (www.kyrealtors.com)	\$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

Newsletter sample ad:

First Time Home Buyer Checklist: Have You Done Everything?
[Read More](#)
 Think you're ready to buy your first home? Congrats! That's...

5 DIY Projects You Can Take On With Your Significant Other
 Editor's Note: This was originally published on KIRMedia's blog. Homesell. See what else...

Mortgage Rates Hold Steady in Spite of Markets
 Pinned To [Mortgage Rates Watch](#)
 Mortgage rates were steady to slightly lower today, even though bond...

UPCOMING EVENTS

26
APR

2017 Broker Summit
 Cvent Place Louisville Airport Expo Ctr, Phillips Lane, Louisville, KY, United States

Are you missing out on a bigger tax refund?
 KHCES. You could get more money back with KHC's Home Buyer Tax Credit.
[www.khces.org | 800-698-1018](#)



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 1k reach
E-Newsletter	\$40

- Full color banner ad with link in every email (580 pixels x 90 pixels)
- Sponsor to provide all copy, can be changed as many times as needed

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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	\$350 <input type="checkbox"/>	\$325 <input type="checkbox"/>
1/4 Page	550 <input type="checkbox"/>	500 <input type="checkbox"/>
1/2 Page	850 <input type="checkbox"/>	775 <input type="checkbox"/>
Full Page	1300 <input type="checkbox"/>	1200 <input type="checkbox"/>
Inside Back Cover	1500 <input type="checkbox"/>	1400 <input type="checkbox"/>
Inside Front Cover	1600 <input type="checkbox"/>	1500 <input type="checkbox"/>
Back Cover	1800 <input type="checkbox"/>	1700 <input type="checkbox"/>
Center Spread	2800 <input type="checkbox"/>	2600 <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	\$40 per 1k reach <input type="checkbox"/>		

Month(s): _____

.....

Company Name: _____

Contact: _____

Title: _____

Address: _____

City/State/Zip: _____

Telephone: _____

Fax: _____

E-mail: _____

Website: _____

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 Paul Del Rio at 859-263-7377 or pdelrio@kyrealtors.com



Advertising & Sponsorships for 2020

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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Events

Region IV Convention & Expo

Savannah, GA
October 12-15, 2020

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. This year's event will be a multi-state conference (NC, SC, TN & KY) with an estimated attendance of over 1,500.

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 visit R4RC20.com for more information.



Legislative & Business Meeting

Frankfort, Kentucky
February 10-13, 2020

Summer Business Meeting

Pikeville, KY
June 17-19, 2020

Leadership Conference

Lexington, Kentucky
December 2020

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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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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 11,600 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 11,600 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

