

Naples REALTOR[®]

NAPLES AREA BOARD OF REALTORS[®] MAGAZINE



MEDIA PLANNER 2016

The official publication of the
Naples Area Board of REALTORS[®]



Advertisers Reach CUSTOMERS

WELCOME! *NaplesREALTOR*® magazine is a news and business magazine published to provide information to NABOR members who are real estate professionals including brokers, salespersons, appraisers, property managers and affiliates in one of the fastest-growing markets in the nation.

NaplesREALTOR® delivers articles encompassing technology trends, promotional strategies, selling skills, motivational techniques and product reviews. Other key topics include the effects of legal and regulatory issues on Florida real estate professionals as well as information needed to enhance their professionalism. *NaplesREALTOR*® plays a vital role between REALTORS® and groups allied to the profession by providing a forum in which to develop and apply new ideas.

NaplesREALTOR® magazine reaches every active REALTOR® in Naples. As business entrepreneurs and independent contractors, REALTORS® are responsi-



ble for their own business—and each makes their own purchasing decisions. REALTORS® sell the vast majority of real estate purchased in Naples each year. Our readers are trusted profes-

sionals who interact with hundreds of thousands of buyers and sellers each year—and they are frequently asked to recommend products and professional services to their buyers and sellers.

2015 AWARDS

FLORIDA MAGAZINE ASSOCIATION

NaplesREALTOR®, the official publication of the Naples Area Board of REALTORS®, won Silver: Best Department Design; Silver: Best Media Kit; Bronze: Best Table of Contents; Bronze: Best Overall Design; Bronze: Best Overall Writing; Bronze: Best Overall Magazine



If you're interested in reaching the most successful REALTORS® in the industry, you've come to the right place.

“Advertising in NaplesREALTOR® has proven to be a cornerstone of our marketing strategy to reach our customers in the most effective way possible. If you want to reach REALTORS® in Naples, you should have NaplesREALTOR® as part of your overall plan.”

— KATHY MILLER, THE RONTO GROUP

In Every Issue:

- ➔ INFORMATIVE ARTICLES
- ➔ TRENDS
- ➔ BEST PRACTICES
- ➔ MARKET STATISTICS
- ➔ LEGAL ISSUES
- ➔ LEGISLATIVE UPDATES
- ➔ EVENT PHOTOS, CALENDAR AND MORE



TARGETED DISTRIBUTION OF 5,800+

Quarterly in February, May, August and November 2016

- + Mailed to than 5,800+ NABOR® REALTORS® and Allied and Affiliate members who are real estate industry professionals
- + On-site distribution at NABOR®
- + NABOR® events
- + High-visibility real estate offices

5,800+ MEMBERS STRONG

Distributed quarterly in print and digital version or download NaplesREALTOR® FREE app in the App store available, by downloading Gulfshore Life magazine.

2016 ADVERTISING RATES

Premium Positions & Ad Rates - Gross

Frequency	1x	4x
Back cover	NA	\$1,915
Inside covers	\$2,265	\$1,617
Pages 1 and 3	\$2,095	\$1,545
Center spread	\$2,975	\$2,220
4-page insert	\$4,400	\$3,600

Rates - Gross

Frequency	1x	4x
Spread	\$2,615	\$2,025
Full page	\$1,815	\$1,350
Half-page	\$1,075	\$815
One-third	\$720	\$550
One-sixth	\$455	\$345

Special advertising opportunities upon request.

- ➔ Guaranteed placement premium 10%
- ➔ NABOR® member discount 10%
- ➔ Commission to recognized agencies 15%

ADVERTISING DEADLINES

FEBRUARY 2016: Space Closing 12/16/15 • Materials Due 12/22/15

MAY 2016: Space Closing 3/17/16 • Materials Due 3/23/16

AUGUST 2016: Space Closing 6/15/16 • Materials Due 6/23/16

NOVEMBER 2016: Space Closing 9/7/16 • Materials Due 9/20/16

Naples Area Board of REALTORS® 239.597.1666 nabor.com

NABOR MAGAZINE ADVERTISING POLICY

- All advertising in the NABOR® magazine is subject to approval by the Naples Area Board of REALTORS®. NABOR® reserves the right to reject or cancel any advertisement deemed inappropriate for the publication and refund money paid for that advertisement. Advertiser acknowledges and agrees that NABOR® reserves and has the right to reject or cancel any advertisement for any reason that NABOR® determines to be good and sufficient cause.
- The publication of any advertisement of a product, service or education idea is not in any way to be construed as the approval, guarantee or endorsement of NABOR® or such product, service or idea, and NABOR® reserves the right to affirm such fact in the publication.
- The word "ADVERTISEMENT" in not less than 9 point type must be carried at the top of all advertisements that carry no signature or simulate editorial materials. The advertiser will be charged for alterations and corrections.

AD SIZES

SPREAD

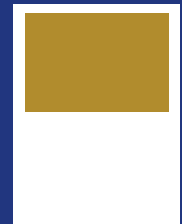
Bleed 16.5"x11"
Trim 16.25"x10.75"

FULL PAGE

Bleed 8.375"x11"
Trim 8.125"x10.75"



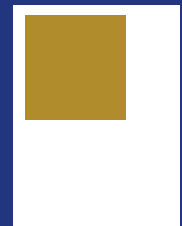
1/2 VERTICAL
4.5"x7.125"



1/2 HORIZONTAL
6.815"x4.6875"



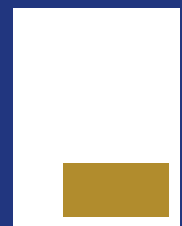
1/3 VERTICAL
2.1875"x9.5625"



1/3 SQUARE
4.5"x4.6875"



1/6 VERTICAL
2.188"x4.688"



1/6 HORIZONTAL
4.5"x2.3125"

Advertising Sales

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