



SAN FRANCISCO ASSOCIATION of REALTORS®

my.SFRealtors.com

Advertising with SFAR in 2015

How to Advertise with SFAR

Advertising with SFAR is easy!

1. Choose your advertising: (my.sfrealtors.com, *The Member's Edge* newsletter);
2. Complete and email advertising contract to Deborah Grinnell at deborah@sfrealtors.com;
3. Submit you banner and/or ad. (Acceptable formats - jpg, png, gif, or tif); and
4. Be sure to provide us with the URL to which you'd like your banner and/or ad to link.

Advertising Locations

- ◇ **An ad in *The Member's Edge*** bi-monthly newsletter sent to more than 4,300 members on the 1st and 15th of each month. When readers click on your ad, they will be taken to the landing page of your choosing. Additionally, all issues are available on my.sfrealtor.com for years to come. (Limited to 8 companies/ads per issue.)
- ◇ Write an **article for *The Member's Edge***—content that would be useful to REALTORS®. Your logo with a clickable link to your website will be included in the article. (Limited to one article/ sponsor per issue. All content is subject to approval by SFAR.)
- ◇ **my.sfrealtors.com** website, which is the portal to the SFARMLS. Your company banner will be included on the my.sfrealtors.com site and when visitors click on your banner, they will be taken to the landing page of your choosing.

Questions? Contact Us

Deborah Grinnell, Communications Director | 415-230-2632 | deborah@sfrealtors.com



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Advertising Rates 2015

The Member's Edge newsletter

Ad Size	Number of Issues	Rate Per Issue	Member Rates*
2" x 7" (tall or wide)	(1) Issue	\$250.00	\$250.00
2" x 7" (tall or wide)	(2) issues	\$235.00	\$470.00
2" x 7" (tall or wide)	(6) issues	\$225.00	\$1,350.00
2" x 7" (tall or wide)	(12) issues	\$200.00	\$2,400.00
2" x 7" (tall or wide)	(24) Issues (full year)	\$180.00	\$4,320.00
One Article (with by-line and company logo)			
200-400 words		\$500.00	\$500.00
3.5" W X 2" T	(1) Issue	\$175.00	\$175.00
3.5" W X 2" T	(2) issues	\$170.00	\$340.00
3.5" W X 2" T	(6) issues	\$155.00	\$930.00
3.5" W X 2" T	(12) issues	\$140.00	\$1,680.00
3.5" W X 2" T	(24) Issues (full year)	\$135.00	\$3,240.00

my.sfrealtors.com website

Scrolling Banner (top of home page)	Length of Time on Website	Rate per week	Member Rates*
13" W X 2.5" Tall	(1) Week	\$250.00	\$250.00
13" W X 2.5" Tall	(2) Weeks	\$235.00	\$470.00
13" W X 2.5" Tall	(1) Month	\$225.00	\$900.00
13" W X 2.5" Tall	(6) Months	\$208.33	\$5,000.00
13" W X 2.5" Tall	(12) months	\$187.50	\$9,000.00
Side Column (on 3 pages of website)	Length of Time on Website	Rate per week	Member Rates*
2.33 " W x 8.25 T	(1) Week	\$250.00	\$250.00
2.33 " W x 8.25 T	(2) Weeks	\$235.00	\$470.00
2.33 " W x 8.25 T	(1) Month	\$225.00	\$900.00
2.33 " W x 8.25 T	(6) Months	\$208.33	\$5,000.00
2.33 " W x 8.25 T	(12) months	\$187.50	\$9,000.00

* Non-Member Rates please add 10%