

*CRS.com • Connect E-newsletter • Sell-a-bration® 2018 • The Residential Specialist Magazine • The Residential Specialist Website • Webinars • Local Networking Groups • Live Continuing Education Courses*

# SPONSORSHIPS & ADVERTISING

*Top 3% of Residential REALTORS® • 33,000 Members in 50 States • 300+ Events and Courses • 61,160 Magazine Readers • 300,000 Annual Website Visitors • 1,000 Conference Attendees • 20% Email Open Rate*

**2018**



## OUR MEMBERS. YOUR AUDIENCE.

Reach the top real estate agents in the country—and the clients they interact with every day.

Most real estate transactions are handled by a small percentage of REALTORS®. At the Residential Real Estate Council (formerly known as the Council of Residential Specialists), our 33,000 members are among the top 3 percent of residential REALTORS®. Our Certified Residential Specialist designated agents sell more, make more and influence more consumers than the average REALTOR®.

### PRODUCTIVE

- ⊕ CRSs handle an average of **34 transactions a year**.
- ⊕ CRSs handle **2X the number of transactions** as the average agent.
- ⊕ Our members' businesses are growing—**9% over the past year**.

### AFFLUENT

- ⊕ Home sales prices by CRSs are **30 percent higher** than the national average.
- ⊕ CRSs make **2X more** than other agents.
- ⊕ The average CRS makes **more than \$167,000** in personal gross income each year.

### INFLUENTIAL

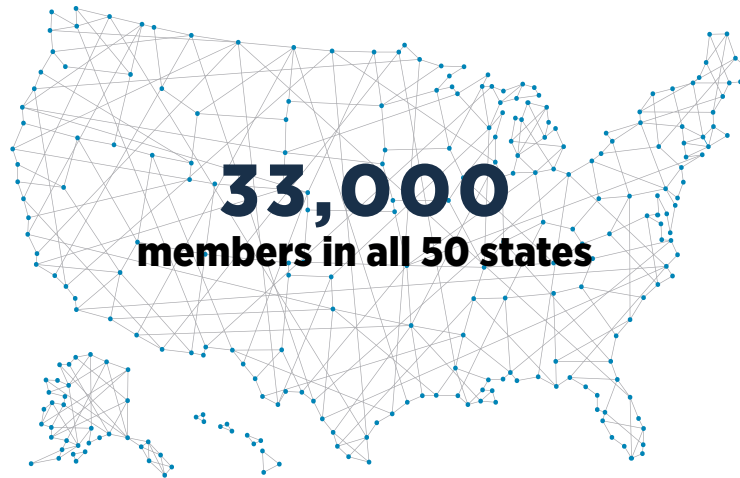
- ⊕ Our **33,000 members** impact approximately **2.2 million consumers** each year.
- ⊕ Our members are **team leaders and independent agents** who make decisions quickly.
- ⊕ Our members specialize in first-time buyers and sellers (**69%**), relocation (**55%**) and luxury sales (**40%**).

## WIDE REACH. TARGETED CONNECTIONS.

**28%**  
managing  
brokers or  
owners

**74%**  
work for  
independent  
companies

Members can be  
segmented by  
geographic area  
down to the ZIP code



Top REALTORS® interact with the Council every day through ...

- ⊕ Engaging email campaigns
  - **20%** open rate
- ⊕ Local courses and events
  - **More than 300** each year
- ⊕ Online education
  - **Thousands of agents** attend weekly webinars
- ⊕ A heavily read magazine
  - **87%** rate it highly
- ⊕ A highly trafficked and interactive website
  - **300,000** visitors annually
- ⊕ National events
  - **Nearly 1,000** attendees at Sell-a-bration®

Sources: 2016 CRS Annual Membership Survey (numbers reported as averages) & 2015 NAR Member Profile (numbers reported as medians). Average home price by NAR.

# DIGITAL PRODUCTS

Our members are online all the time, wherever they are. They are engaging with the Council online as they take our courses and webinars, network with other members, find events and read the latest news.



## Email Capabilities

Reach our members directly and effectively by emailing to our list, or through our weekly emails. Inquire for more details. Email blasts cost \$5,000 for the full list of 40,000+, but for a fraction of this cost, you can geotarget those agents who best fit your needs.



## Valued Vendors

Placement on CRS.com ensures exposure to the largest number of members and reinforces your value over a long period of time. Inquire for more details.

**Edtrust Group**  
2017 Real Estate Investor Market Research Report

Real Estate: IRA Investment Trends & Insights

**EMERGING WEALTHBARS**  
July 25 Build a Massive Business Through Referrals

Aug. 1 Making Money with Facebook Live

Sept. 5 Competitive Listing Situations

Sept. 11 How to Differentiate Yourself Using Brand Experience

Sept. 12 Video Marketing: No More Vanilla

Sept. 13 How to Create an Email Newsletter that Brings in the Business

**Give Buyers and Sellers Resources from the CRS Consumer Page**  
Have you visited CRS's web page for consumers lately? The site, [crs.com/best-lead-website-agents](http://crs.com/best-lead-website-agents), is filled with articles that CRS agents can share directly with buyers and sellers, helping you demonstrate the expertise that you can bring to your clients' next transaction. The site offers resources for home upgrades, tips for buyers and sellers, and compelling reasons why consumers should work with a CRS over other agents.

The newest article, **Top 10 Remodeling Projects With the Best ROI**, is available now. Visit the site to read it and check back often, as we'll be adding new articles all the time.

**Banner ad**

**Skyscraper ad**

The Council is the leading educational and networking organization for residential real estate agents. It provides the national CRS Designation.

Education

Events & Meetings

Elite Pro Summit

Sponsors & Partners

We can help you with messaging and design, and provide analytics and feedback. We work with you to reach your goals.

**Banner ad**

Home | About | Contact | Membership | Press & Information | Resources

Education | Events & Meetings | Elite Pro Summit | Sponsorships & Advertising | Webinars | News Center

Member Services | My Account | My Profile | My Settings | My Preferences | My Alerts | My Subscriptions

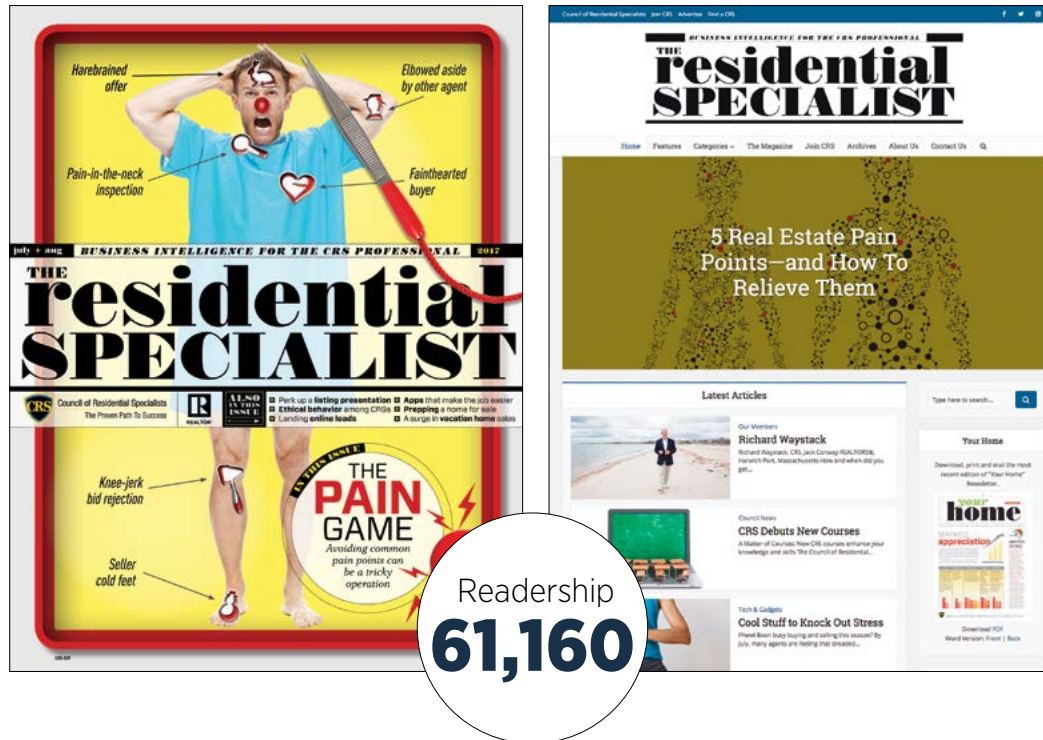
© 2017 Council of Residential Specialists

# THE MAGAZINE

The Residential Specialist is where our members get new ideas and find products and services to grow their businesses and streamline their operations. The magazine arrives in their mailbox six times a year and it has a growing online presence.

**APEX**  
AWARDS FOR PUBLICATION EXCELLENCE  
**APEX Grand Award Winner for Magazines, Journals & Tabloids and Excellence Award Winner for Design & Illustration, Design & Layout**

**CM**  
CONTENT MARKETING ASSOCIATION  
**Content Marketing Association Design Award**



- ⊕ **90%** of our members read the magazine (**62%** read more than three-quarters of the pages)
- ⊕ **87%** rate it highly (**8** or higher out of 10)
- ⊕ **88%** pass the magazine along to others

The magazine spurs readers to take action:

- ⊕ **52%** researched a product or service
- ⊕ **50%** instituted or modified a business practice or tactic

Members...

- ⊕ "send out information to clients"
- ⊕ "share the information at sales meetings"
- ⊕ "email to my agents"

Source: TRS Readership Survey, January 2017

## Opportunities

### Print

- ⊕ Inside Front Cover, Inside Back Cover and Back Cover
- ⊕ Full Page, Half Page, Quarter Page
- ⊕ Bellybands, Post-Its, Stickers, Inserts and more
- ⊕ Twice a year, insert materials can be sent for less than the cost of postage!

### Digital

- ⊕ Square, Footer

### Partner Content and Advertorials

We know what our members want. We can help you craft your message to create the highest visibility and deepest impact that reinforces the value of your product or service. We know that our vendors are often the experts in their field. By offering that expertise to our members, we create valued partnerships that pay off. (Only one available per issue!)

### 2018 Special Editions

- ⊕ **MARCH-APRIL The ROI Issue:** Heavily focused on home improvements and business products with a great return on investment
  - ⊕ **JULY-AUGUST The Tech Issue:** The latest and greatest in technology and how it's impacting your business
  - ⊕ **SEPTEMBER-OCTOBER The Marketing Issue:** All about research-backed strategies and products to better market yourself
- We generate new topics throughout the year. Let us find a place for you.

Issue Date	Reserve Space	Ads Due
January/February *	11/16/17	11/20/17
March/April	1/23/18	1/25/18
May/June*	3/19/18	3/21/18
July/August	5/18/18	5/22/18
September/October	7/23/18	7/25/18
November/December*	9/24/18	9/26/18

\* Bonus Distribution, including Sell-a-bration® and the NAR Conference and Expo

	Four Color Ad Rates		
	1x	3x	6x
Full Page	\$5,340	\$5,020	\$4,640
½ Page	\$3,610	\$3,360	\$3,110
¼ Page	\$2,650	\$2,480	\$2,280
Cover 2	\$6,200	\$5,780	\$5,340
Cover 3	\$5,660	\$5,270	\$4,880
Cover 4	\$6,740	\$6,270	\$5,800

## PRINT SPECIFICATIONS

<b>Trim Size:</b> 8.375" x 10.875"	<b>Bleed:</b> 0.125"
<b>Safety from Trim:</b> minimum 0.25"	<b>Binding:</b> Perfect Bound

Ad Size	Dimensions (Bleed includes 0.125" on all sides)
Two-Page Spread (bleed)	17" x 11.125" (16.75" x 10.875" + 0.125" bleed on all sides)
Two-Page Spread (non-bleed)	15.75" x 10"
Full Page (bleed)	8.625" x 11.125" (8.375" x 10.875" + 0.125" bleed on all sides)
Full Page (non-bleed)	7.33" x 10"
½ Page horizontal (bleed)	8.625" x 5.4375" (8.375" x 5.1875" + 0.125" bleed on all sides)
½ Page horizontal (non-bleed)	7.33" x 4.75"
½ Page vertical (bleed)	4.375" x 11.125" (4.125" x 10.875" + 0.125" bleed on all sides)
½ Page vertical (non-bleed)	3.375" x 10"
¼ Page vertical (bleed)	4.375" x 5.4375" (4.125" x 5.1875" + 0.125" bleed on all sides)
¼ Page vertical (non-bleed)	3.375" x 4.75"

### Acceptable File Format

Please supply a hi-res print-ready PDF/X-1a file.	Resolution must be minimum 300 dpi.
View specifications at swop.org or adobe.com (search on PDF/X compliance).	Crop marks and color bars should be outside printable area (0.125" offset).
All fonts must be outlined or embedded.	Only one ad page per PDF document.

### Color ●●●●●

Color ads must use CMYK process color format only.	Ink density not to exceed 300%.
All colors must be converted to CMYK process color format. No RGB, LAB, Pantone or Spot colors will be accepted.	Black text 12 pt. or smaller—black only. (C=0%, M=0%, Y=0%, K=100%)

### Proofs

A color proof printed at 100% with registration marks and color bars must accompany all color ads. For contract color: Kodak Approval, Final Proof, Match/Print or other SWOP-certified color proof. View specifications online at swop.org. The publisher will not be held responsible for color running incorrectly if a color proof is not submitted by the advertiser. Failure to follow these guidelines may require additional time and charges and/or sacrifice reproduction predictability.

*The publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication. Send proofs to GLC, Attn: Production, 9855 Woods Drive, Suite 105, Skokie, IL 60077.*

## DIGITAL SPECIFICATIONS

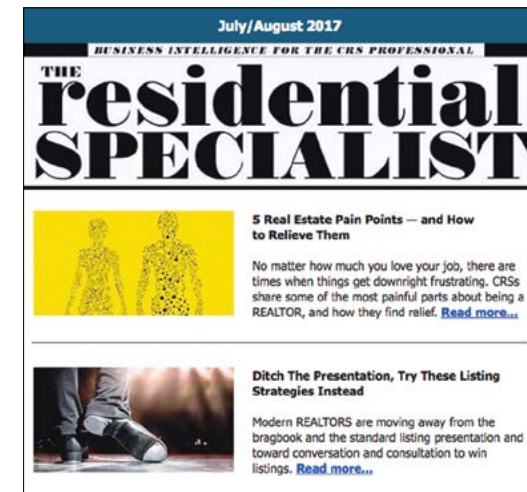
### Website Advertising on *The Residential Specialist*

Web Ad Size	
Leaderboard	728px x 90px
Square	300px x 250px

### *The Residential Specialist* e-Newsletter Advertising

**Note:** Frequency of TRS e-Newsletter blast is 6x per year.

e-Newsletter Ad Size	
Horizontal Banner	468px x 60px



### File Requirements for Web and e-Newsletter Ads

- ⊕ RGB color format
- ⊕ Resolution must be 72 pixels per inch (ppi)
- ⊕ Acceptable file formats: jpg, png, gif
- ⊕ Maximum file size is 40kb
- ⊕ Click tags OK

**Note:** Include one URL link for each digital ad submitted.



# COURSES AND EVENTS



## Education

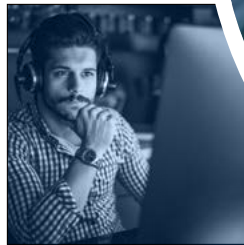
Our education is the best the industry has to offer. It has been the blueprint for real estate training for more than 40 years.



## Events

Even the elite has its elite: Council events are where they gather. Our partners and vendors can speak directly with the most influential members real estate has to offer. Create leads, develop a dedicated audience and bring your brand to life.

## Opportunities



### Webinars

Two opportunities to reach a rapidly growing audience of successful agents invested in their careers.

- ⊕ Sponsor a webinar (only one available per month!) for \$2,500
- ⊕ Create the content for a webinar and present to our members (only one available per quarter!) for \$5,000

### Live and Online Courses

Sponsor a course and get your name in front of our most engaged members. Talk directly with them during lunch and pass out printed materials.



### Sell-a-bration®

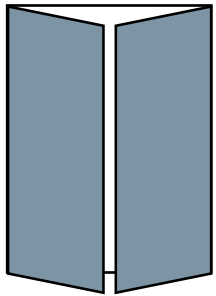
Our marquee event brings REALTORS® from across the nation together for two days of education and networking. The event offers unparalleled access to the top 3% of real estate influencers.

There are countless ways to get involved with Sell-a-bration®, including exhibiting, distributing material and advertising in the program guides. Contact Chuck Gekas (see info below) to explore dozens of opportunities.

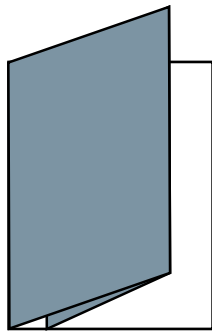


### Local Networking Groups

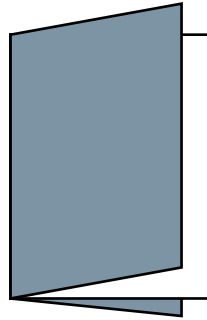
Sponsor a happy hour and get involved with leaders in your local market.



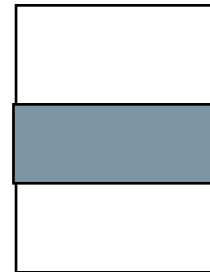
French Door



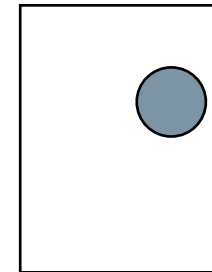
Gatefold



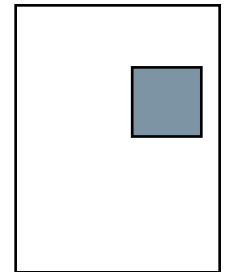
Cover Wrap



Bellyband



Sticker



Sticky Note



Sponsored webinar

# THE RIGHT AUDIENCE. THE RIGHT VENDOR. THE RIGHT DEAL.

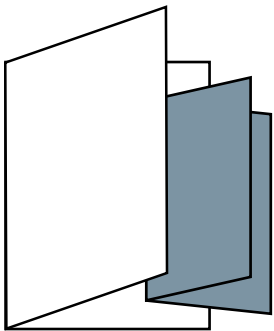


Sponsored course

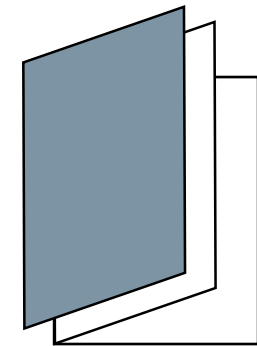
We are creative, open-minded, flexible and fast. Tell us what you need and we will develop a program or a package that works for you.

- ⊕ Insert your ad or pre-printed brochure into *The Residential Specialist* and target only the REALTORS® in your market area.
- ⊕ Sponsor local courses and speak to our members, then reinforce your value with a follow-up email.
- ⊕ Sponsor a webinar and impact top agents from around the nation.
- ⊕ Purchase an ad in *The Residential Specialist* running alongside relevant editorial content.

**Bring your ideas to Chuck Gekas,  
Director of Business Development,  
at [cgekas@crs.com](mailto:cgekas@crs.com) or 312-321-4443.**



Insert



Onsert



**crs.com** 430 North Michigan Ave., Suite 300, Chicago, IL 60611-4092 **trsmag.com**



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For information about Residential Real Estate Council advertising and sponsorship opportunities, contact Chuck Gekas at **312.321.4443** or **cgekas@crs.com**.