

CRS.com • Connect E-newsletter • Sell-a-bration® • 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 • 1,200+ Conference Attendees

2019 MEDIA KIT

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®.



WIDE REACH. TARGETED CONNECTIONS.

33,000
members in all 50 states

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

74%
work for independent companies

28%
are managing brokers or owners

PRODUCTIVE

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

AFFLUENT

- ⊕ Home sales prices by CRSs are **30 percent higher** than the national average.
- ⊕ The average CRS earns **more than \$167,000** in personal annual income.

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%**).

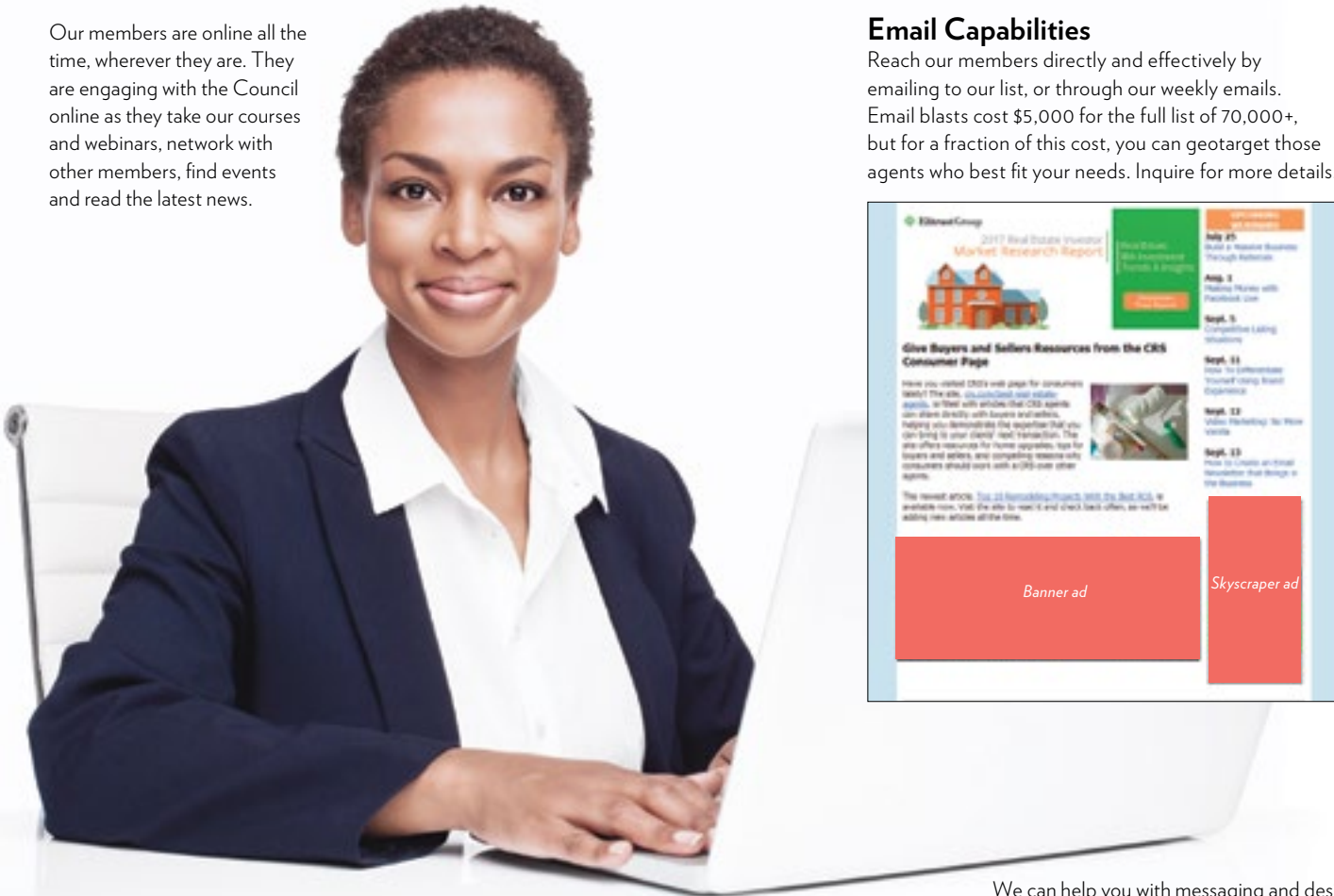
Top REALTORS® interact with the Council every day through ...

- ⊕ 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
 - **More than 1,200** 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.

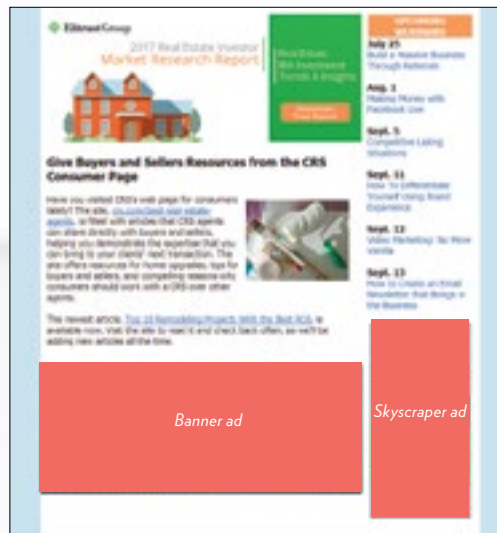
DIGITAL PRODUCTS

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.



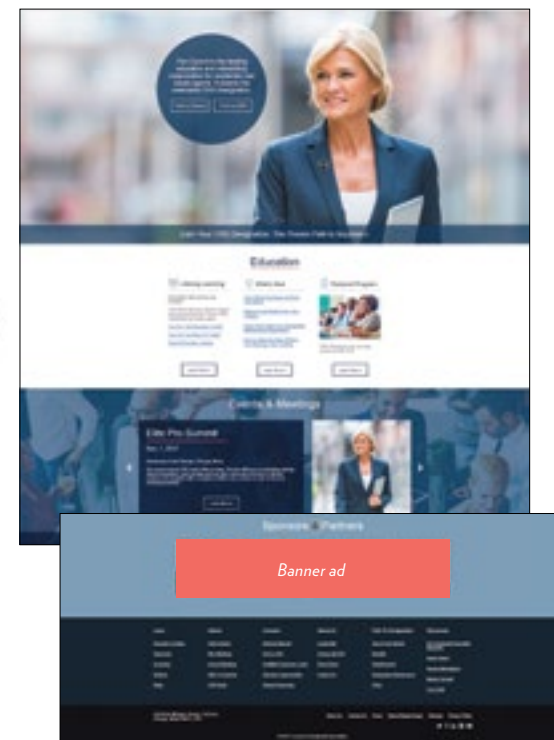
Email Capabilities

Reach our members directly and effectively by emailing to our list, or through our weekly emails. Email blasts cost \$5,000 for the full list of 70,000+, but for a fraction of this cost, you can geotarget those agents who best fit your needs. Inquire for more details.



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.



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

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.



2016 APEX **Grand Award Winner and Excellence Award Winner**



2016 Content Marketing Association **Design Award**



2018 **Platinum** Hermes Creative Award



2018 **Silver** Excel 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

The Residential Specialist Magazine

- ⊕ Inside Front Cover, Inside Back Cover and Back Cover
- ⊕ Full Page, Half Page, Quarter Page
- ⊕ Bellybands, Sticky Notes, Stickers, Inserts, and more
- ⊕ Materials inserted with the magazine in a polybag can be sent for less than the cost of postage.

trsmag.com

- ⊕ 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!)

2019 Special Editions

- ⊕ **MARCH/APRIL The Guest Editor Issue:** A Certified Residential Specialist adds a member perspective to the content of this issue
 - ⊕ **JULY/AUGUST The Tech Issue:** The latest and greatest in technology and how it's impacting members' businesses
 - ⊕ **SEPTEMBER/OCTOBER The Marketing Issue:** All about research-backed strategies and products to enhance marketing efforts
- We generate new topics throughout the year. Let us find a place for you.

Issue Date	Reserve Space	Ads Due
January/February*	11/15/18	11/19/18
March/April	1/22/19	1/24/19
May/June*	3/18/19	3/20/19
July/August	5/17/19	5/21/19
September/October	7/22/19	7/24/19
November/December*	9/23/19	9/25/19

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

	Four-Color Ad Rates		
	1x	3x	6x
Full Page	\$5,340	\$5,020	\$4,640
1/2 Page	\$3,610	\$3,360	\$3,110
1/4 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

Trim Size: 8.375" x 10.875"

Bleed: 0.125"

Safety from Trim: minimum 0.25"

Binding: 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"
1/2 Page Horizontal (bleed)	8.625" x 5.4375" (8.375" x 5.1875" + 0.125" bleed on all sides)
1/2 Page Horizontal (non-bleed)	7.33" x 4.75"
1/2 Page Vertical (bleed)	4.375" x 11.125" (4.125" x 10.875" + 0.125" bleed on all sides)
1/2 Page Vertical (non-bleed)	3.375" x 10"
1/4 Page Vertical (bleed)	4.375" x 5.4375" (4.125" x 5.1875" + 0.125" bleed on all sides)
1/4 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 trsmag.com

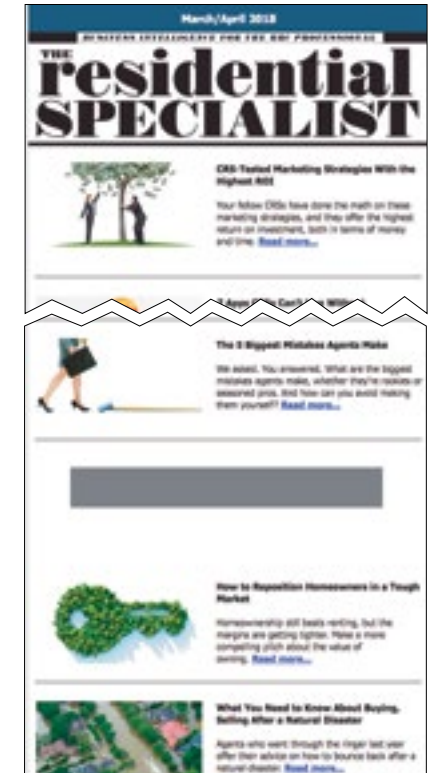
Web Ad Size	
Leaderboard	728px x 90px
Square	300px x 250px



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

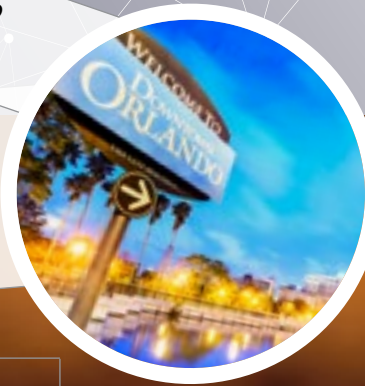
- ⊕ RGB color format
- ⊕ Resolution must be 72 pixels per inch (ppi)
- ⊕ Acceptable file formats: jpg, png, gif

- ⊕ Maximum file size is 40kb
- ⊕ Click tags OK

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

COURSES AND EVENTS

Sell-a-bration 2020
Feb. 14 – 16, 2020
Orlando, Florida



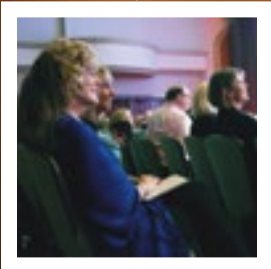
Sell-a-bration 2021: Omni Nashville: Nashville, Tennessee
Sell-a-bration 2022: Caesars Palace: Las Vegas, Nevada
Sell-a-bration 2023: Atlanta Marriott: Atlanta, Georgia

Education

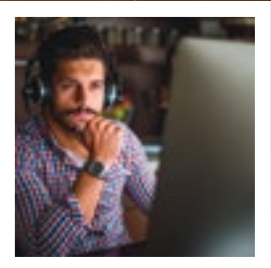
Our education is the best the industry has to offer. It has been the blueprint for real estate training for more than 40 years.

Events

Even the elite assemble with the best: 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.



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.

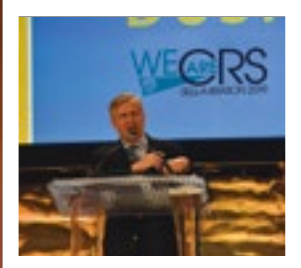


Webinars
Two opportunities to reach a rapidly growing audience of successful agents invested in their careers.

- ⊕ 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



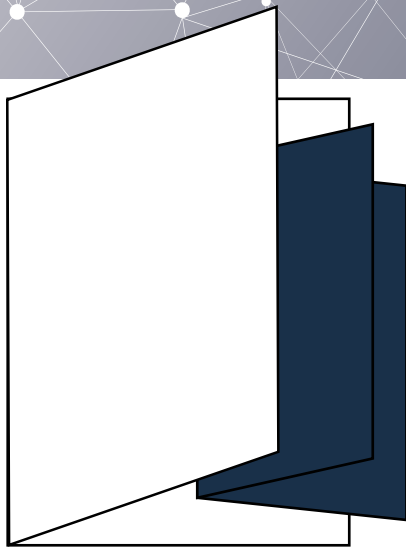
Local Networking Groups
Sponsor a happy hour and get involved with leaders in your local market.



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 percent 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.

ADVERTISING OPTIONS



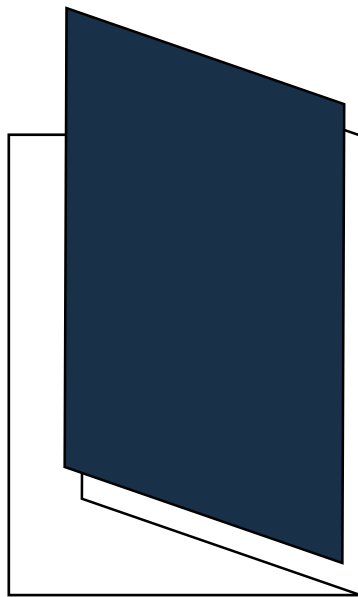
Insert



Cover Wrap



Bellyband



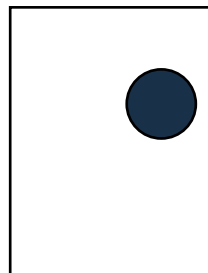
Onsert



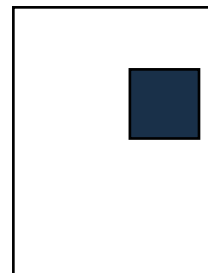
French Door



Gatefold



Sticker



Sticky Note

THE RIGHT AUDIENCE. THE RIGHT DEAL.

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

The Residential Specialist:

Insert your ad or pre-printed brochure into RRC's award-winning magazine, *The Residential Specialist*, or mail your flyer inside a polybag with the magazine. Mail to all 33,000 members or reach only the REALTORS® in your market area by specifying the ZIP codes you want to target. Take advantage of the postage RRC is already paying to distribute the magazine and include your insert or onsert for only \$0.16 to \$0.28 per piece. Ship your materials to our printer or we'll provide you with a competitive quote to print your piece in-house, including a variety of print formats and options.

Mailing your print product with *The Residential Specialist* ensures wide exposure to an exclusive group of high-performing REALTORS®:

- ⊕ REALTORS® with a CRS Designation are among the nation's top agents with triple the number of transactions as the average REALTOR®.
- ⊕ 90% of readers read *The Residential Specialist*.
- ⊕ 52% of readers researched a product or service that was written about in *The Residential Specialist*.
- ⊕ 50% of readers instituted or modified a business practice or tactic that was written about in *The Residential Specialist*.
- ⊕ Your brochure/flyer cannot be easily discarded since it is in the polybag along with the magazine that members plan to read.



Sponsored Webinar



Sponsored Course

Other ways to advertise to CRS members:

- ⊕ Sponsor local courses and speak to our members, then reinforce your value with a follow-up email.
- ⊕ Sponsor a webinar for top agents from around the nation.

**Bring your ideas to Chuck Gekas,
Director of Business Development,
at cgekas@crs.com or 312-321-4443.**



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



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