



Bonita Springs-Estero
Association of REALTORS®

Quarterly Newsletter ADVERTISING

Media Kit

B.E.A.R. will be distributing a quarterly color newsletter that will be mailed to the homes of all B.E.A.R. agents and affiliate members. Of magazine quality, it will include six (6) pages of advertising and ten (10) pages of news and articles from the Membership, MLS, Education/Events departments and updates on Committee projects, as well as statistics from our area.

It will also keep our members up-to-date on important legislation taking place on behalf of their concerns, both locally and statewide. A guest column and an area "Things to Do" column will also be featured.

Coverage Dates:

Jan thru Mar (Q1) • Apr thru Jun (Q2)
Jul thru Sep (Q3) • Oct thru Dec (Q4)

Delivery to homes will be:

January (Q4) • April (Q1)
July (Q2) • October (Q3)

Ad Specs

1/4 Page = 3.9" x 5"

1/2 Page = 8" x 5"

Full Page = 8" x 10.25"

Full Page plus 1/8" bleed = 8.75" x 11.25"

Print-ready files accepted:

PDF format or 300 dpi JPG, CMYK

Ad production is available at a separate cost through
WBN Marketing LLC. Please contact
nella@wbn-marketing.com or call 239.919.0933.

Advertisement Specs and Pricing:

1/4 Page

\$300 per quarter with annual contract
\$450 per quarter

1/2 Page

\$450 per quarter with annual contract
\$650 per quarter

Full Page

\$775 per quarter with annual contract
\$800 per quarter

Premium Positions

Inside Front Cover Full Page

\$900 per quarter • \$3,500 Annual Contract

Inside Back Cover Full Page

\$900 per quarter • \$3,500 Annual Contract

Back Outside Cover Half Page

\$900 per quarter • \$3,500 Annual Contract

Ad Deadlines

	Drop Date	Ad Space Reservation Deadline	Materials Deadline
Q1 Issue	4/1/2016	2/10/2016	2/21/2016
Q2 Issue	7/1/2016	5/10/2016	5/21/2016
Q3 Issue	10/1/2016	8/10/2016	8/22/2016
Q4 Issue	1/1/2017	11/10/2016	11/18/2016

2016 Ad Space Reservation Form

Ad Sizes:

¼ Page
½ Page
Full Page
Inside Front Cover
Inside Back Cover
Back Outside Cover

Issue

Quarter 1 Quarter 2 Quarter 3 Quarter 4 Annual Contract

Name: _____

Company: _____

Address: _____

Phone(s): _____

E-mail: _____

Make checks payable to B.E.A.R. and drop off/mail to 25300 Bernwood Drive, Suite 1, Bonita Springs, FL 34135. Visa, MasterCard or American Express is also accepted. Please Note: placement will not be reserved until payment is received.

Credit Card Number: _____

Expiration Date: _____ Billing Zip Code: _____

Signature: _____ Date: _____

*Affiliate advertisers must be members of B.E.A.R.

**Brokerage advertisers must be BEAR Board members as well as BEAR MLS members.

***Annual Contract holders have first right of refusal or renewal 60 days prior to contract expiration.



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