

2012 ADVERTISING RATES

4-Color Rates	1 Day	4 Days
TAB PAGE	\$11,807	\$15,224
TAB 1/2 ISLAND	10,898	14,760
TAB 1/2 HORIZONTAL	9,648	12,278
TAB 1/4 SQUARE	7,748	9,971
FRONT COVER 1/4		15,224
BACK COVER		16,747

Show Daily advertising available to exhibitors only.

Additional Rates

Above rates refer to one ad creative. Standard 2-color and B/W rates also available. Please contact your advertising representative for more details.

Colored Booth/Listing in Show Daily's Expo Floor Plan

\$600 net. Advertisers can upgrade their free bold listing to a colored booth/listing for only \$500 net.

Ad Specifications (Estimated)

UNIT SIZES IN INCHES	WIDTH	HEIGHT
TAB PAGE	10-7/8"	14-1/2"
TAB 1/2 ISLAND	7-7/8"	9-3/4"
TAB 1/2 HORIZONTAL	10-7/8"	7"
TAB 1/4 SQUARE	5-5/16"	7"
FRONT COVER 1/4	10-7/8"	3-1/2"

- Actual printed ad sizes may vary slightly.
- Advertising can be submitted as a high resolution PDF (PDFx1a) or native Macintosh files (InDesign, Illustrator, Photoshop), making sure to include all fonts and images. The Show Daily prints in 4-color process; any PMS colors will be converted to CMYK equivalent.
- E-mailed files should be stuffed using Stuffit Deluxe in order to avoid transmission problems.
- Proofs are required for all advertisements. PDF proofs are acceptable as long as color is not critical.
- If files submitted do not conform to space reserved, the cost incurred by the Publisher to reduce or enlarge files will be passed on to the advertiser.

Space Closing
9/5/12

Materials Due
9/19/12

Send Insertion Order and Materials by correct date(s) to:

Advertising Sales Associate
REALTOR® Magazine
430 N. Michigan Avenue
Chicago, IL 60611

Phone: (312) 329-8332 / Fax: (312) 329-8174

REALTOR® MAGAZINE Show Daily



Note: Photocopy this order form for future insertions or print one out at www.REALTOR.org/rmmediakit.nsf. This order form applies to all REALTOR® Magazine Show Daily advertising.

Advertiser Information

CONTACT NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: () _____ FAX: () _____

E-MAIL ADDRESS: _____

Agency Information (if applicable)

CONTACT NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: () _____ FAX: () _____

E-MAIL ADDRESS: _____

MATERIAL CONTACT: _____ PHONE: _____

SALESPERSON: _____

PRODUCT: _____

AD HEADLINE: _____

AD SIZE/COLOR: _____

RATE(S): GROSS _____ NET _____

NOTES/COMMENTS: _____

This is a firm space reservation order and binding unless cancelled before closing date.

Please bill: Advertiser Agency

I authorize REALTOR® Magazine to run my ads as scheduled on this order, and by signing this contract, I also agree to receive marketing materials by fax from the NATIONAL ASSOCIATION OF REALTORS® and its representatives/agents.

SIGN HERE

Signature: _____

Date: _____

Title: _____