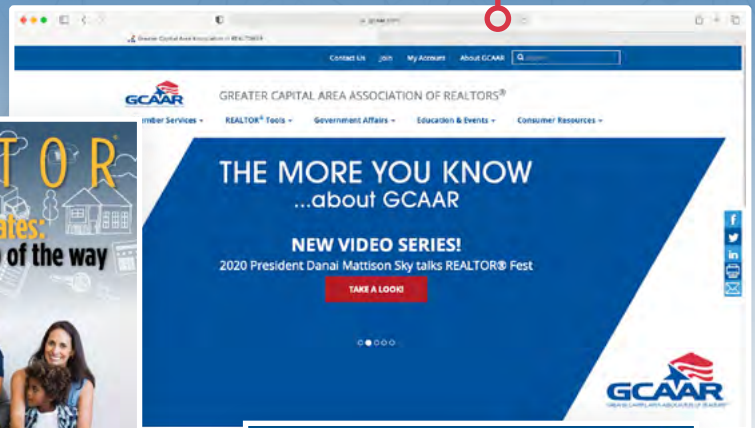


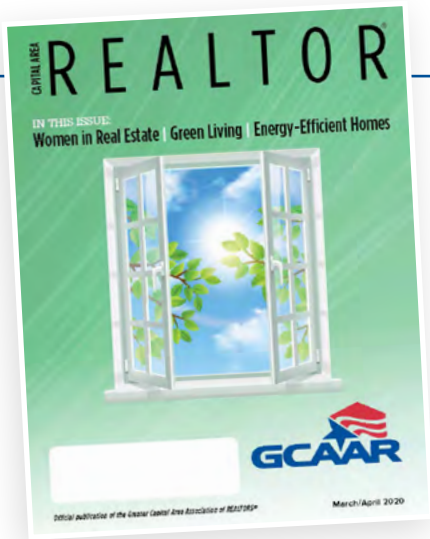
2021 Advertising Sales Kit

Reach GCAAR members and affiliates
through print, the web and email.



About GCAAR

GCAAR is one of the largest REALTOR® associations in the U.S., representing more than 10,000 REALTOR® members from Montgomery County, Maryland and the District of Columbia, as well as industry-related professionals who support the real estate business. We offer many benefits and resources for REALTORS®, including continuing education courses and professional networking opportunities. GCAAR also works with policymakers to advocate for homeownership in the region.



Why advertise in Capital Area REALTOR®?

GCAAR has established itself as one of the largest real estate associations in the country, serving over 10,000 REALTORS® in the District of Columbia and Montgomery County, Maryland. Our membership also comprises a wide variety of entrepreneurs, brokers, real estate attorneys, mortgage lenders, home inspectors and more. By advertising with us, you'll gain visibility among a diverse audience of real estate professionals. Our magazine is also available online at gcaar.com.

CAPITAL AREA REALTOR®

10,000+
Circulation

5 issues
Per year

30-40
Pages/issue

Regular features

- Letter from the President
- Association News
- GCAAR Events
- REALTORS® Care
- REALTOR® Party (REALTOR® Political Action Committee)
- From the GCAAR Classroom
- Member Services Corner
- Public Policy Outlook (2x year)
- Economic Outlook
- Legal Hotline
- State Association Updates
- NAR Report
- Bright MLS
- New members
- New affiliate members

Editorial calendar

Issue	Final Art Deadline
March/April 2021	Monday, February 22
May/June 2021	Monday, April 12
Sept/Oct 2021	Monday, July 26
Nov/Dec 2021	Wednesday, September 29

Capital Area Realtor® Print Specs

Full page with bleeds

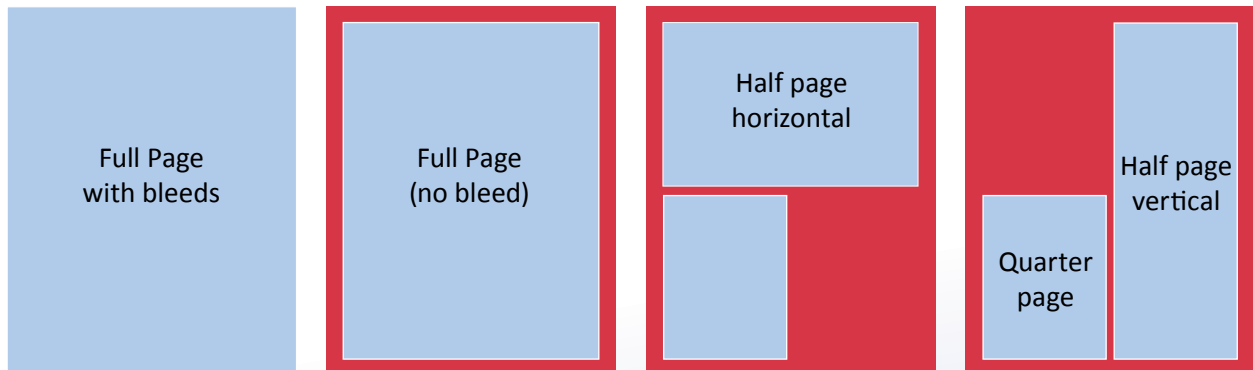
Trim Size: **8.5" X 10.875**

Bleed Size: **8.75x11.125**

All artwork and text must fall within .35" of the trim edge of the publication. There is the possibility of compromised or trimmed artwork if it falls too close to the edge.

Full page (no bleed)	Half page horizontal	Half page vertical	Quarter page
7.5"X 9.875"	7.5"X 4.8125"	3.625" x 9.875"	3.625"X 4.8125"

- All ad submissions should be in high resolution format, or 300 dpi at full size.
- Art can be supplied as print ready PDF or JPG files.
- Additional preparation of camera-ready copy will be billed to the advertiser.
- To place an ad or obtain more information, contact **Arlene Braithwaite** at **410-772-0820** or arlenetbg@comcast.net. All ads will be subject to approval of both content and style and must adhere to GCAAR's Advertising Terms & Conditions on p. 9.



Capital Area REALTOR® contract on following page

CAPITAL AREA REALTOR® CONTRACT

Please return this contract form with payment to secure ad space via certified check or credit card; payment will be accepted on a per-issue basis. **Ads cannot run unless payment is received in full prior to the publication date.** Contracts for multiple ads (3x, 5x) signed between now and November 1, 2021 will receive the 2021 rates. If you choose to receive an invoice, payment is due upon receipt.

Ad size	1x	2x	3x	<input type="checkbox"/> 2021 <input type="checkbox"/> 2022	<input type="checkbox"/> 2021 <input type="checkbox"/> 2022	<input type="checkbox"/> 2021 <input type="checkbox"/> 2022	<input type="checkbox"/> 2021 <input type="checkbox"/> 2022	<input type="checkbox"/> 2021 <input type="checkbox"/> 2022
<input type="checkbox"/> 2-page spread	\$2,295	\$2,065	\$1,950	<input type="checkbox"/> Jan/Feb	<input type="checkbox"/> Mar/Apr	<input type="checkbox"/> May/Jun	<input type="checkbox"/> Sep/Oct	<input type="checkbox"/> Nov/Dec
<input type="checkbox"/> Full page	\$1,530	\$1,375	\$1,300	<input type="checkbox"/> Jan/Feb	<input type="checkbox"/> Mar/Apr	<input type="checkbox"/> May/Jun	<input type="checkbox"/> Sep/Oct	<input type="checkbox"/> Nov/Dec
<input type="checkbox"/> Half page	\$925	\$835	\$785	<input type="checkbox"/> Jan/Feb	<input type="checkbox"/> Mar/Apr	<input type="checkbox"/> May/Jun	<input type="checkbox"/> Sep/Oct	<input type="checkbox"/> Nov/Dec
<input type="checkbox"/> Quarter page	\$535	\$480	\$455	<input type="checkbox"/> Jan/Feb	<input type="checkbox"/> Mar/Apr	<input type="checkbox"/> May/Jun	<input type="checkbox"/> Sep/Oct	<input type="checkbox"/> Nov/Dec
<input type="checkbox"/> Back Cover	\$2,150	\$1,935	\$1,830	<input type="checkbox"/> Jan/Feb	<input type="checkbox"/> Mar/Apr	<input type="checkbox"/> May/Jun	<input type="checkbox"/> Sep/Oct	<input type="checkbox"/> Nov/Dec
<input type="checkbox"/> Inside Front Cover	\$1,835	\$1,650	\$1,550	<input type="checkbox"/> Jan/Feb	<input type="checkbox"/> Mar/Apr	<input type="checkbox"/> May/Jun	<input type="checkbox"/> Sep/Oct	<input type="checkbox"/> Nov/Dec
<input type="checkbox"/> Inside back cover	\$1,735	\$1,560	\$1,475	<input type="checkbox"/> Jan/Feb	<input type="checkbox"/> Mar/Apr	<input type="checkbox"/> May/Jun	<input type="checkbox"/> Sep/Oct	<input type="checkbox"/> Nov/Dec

Advertiser info

Company	Contact
Street	
City/state/zip	
Phone	Email
Signature	Title

Payment

Amount enclosed \$	
Payment method	<input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> American Express <input type="checkbox"/> Discover <input type="checkbox"/> Check enclosed
CC number	Expiration
Sec number	Signature Date

On behalf of GCAAR

Auth. signature	Title	Date
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Please send your electronic ADS AND COMPLETED RESERVATION FORM to:

Arlene Braithwaite, The Braithwaite Group | arlenetbg@comcast.net | 410-772-0820

Submit all PAYMENT (with a copy of your reservation form) to:

GCAAR Accounts Receivable, 15201 Diamondback Drive #100,
Rockville, MD 20850

GCAAR.COM AD SPECS

GCAAR offers banner advertising on its website, GCAAR.com. We accept advertising from REALTORS® or REALTOR® affiliates. Please send an electronic file of your company's advertisement via email to arlenetbg@comcast.net.

Format, Size & Page Locations

- **FORMAT:** Files should be at least 300 dpi and in JPEG, PNG or GIF file format. Ads in PDF format will not be accepted.
- **SIZE:** 300 x 250 pixels. Failure to comply with the specified guidelines may result in a delay in your ad placement.
- **LOCATION:** GCAAR offers advertising on the following pages:
 - Real Estate Forms, gcaar.com/forms
 - Join GCAAR, gcaar.com/join
 - Housing Market Reports, gcaar.com/housing-stats

To place an ad or obtain more information, contact Arlene Braithwaite at 410-772-0820 or arlenetbg@comcast.net. All ads will be subject to approval of both content and style and must adhere to GCAAR's Advertising Terms & Conditions on p. 9.

GCAAR.COM contract on following page



GCAAR.COM overall

86,995

Unique page views*

00:01:14 average time spent on page

Real Estate Forms page

41,128

Unique page views*

00:00:49 average time spent on page

Join GCAAR page

14,570

Unique page views*

00:02:40 average time spent on page

Housing Market Reports page

569

Unique page views*

00:00:27 average time spent on page

*Sept. 1, 2019 – Sept. 31, 2020

GCAAR.COM CONTRACT

Please return this signed form with your payment to secure ad space. **Ads cannot run unless payment is received in full prior to the placement date.** If you choose to receive an invoice, payment is due upon receipt.

300x250 Ad rates		Location
<input type="checkbox"/> Annual	\$1,325	<input type="checkbox"/> Real Estate Forms
<input type="checkbox"/> Six Months	\$800	<input type="checkbox"/> Join GCAAR
<input type="checkbox"/> Monthly	\$300	<input type="checkbox"/> Housing Market Report

Start Date:		End Date:	
Months to run:	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec		

URL link
Please provide the URL for your organization's website:

Advertiser info

Company	Contact
Street	
City/state/zip	
Phone	Email
Signature	Title

Payment

Amount enclosed \$

Payment method Mastercard Visa American Express Discover Check enclosed

CC number	Expiration	
Sec number	Signature	Date

On behalf of GCAAR

Auth. signature	Title	Date
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Please send your electronic ADS AND COMPLETED RESERVATION FORM to:
Arlene Braithwaite, The Braithwaite Group | arlenetbg@comcast.net | 410-772-0820

Submit all PAYMENT (with a copy of your reservation form) to:
GCAAR Accounts Receivable, 15201
Diamondback Drive #100, Rockville, MD 20850

NEWSLINE AD SPECS

GCAAR offers banner advertising in its weekly e-newsletter, Newline, which is distributed to GCAAR's entire membership of 10,000+ REALTOR® members from Montgomery County, Maryland and the District of Columbia, as well as industry-related professionals who support the real estate business. Advertising is available to both GCAAR members and non-members.

Newsline ad specs

- **FORMAT:** Files should be at least 300 dpi and in JPEG, PNG or GIF file format. Animated ads and ads in PDF format will not be accepted.
- **SIZE:** The banner ad should be a maximum of 600 pixels wide (7.65 inches) x 96 pixels high (1.25 inches)

Failure to comply with the specified guidelines may result in a delay in ad placement.

Sample placement

Newsline banner ad rates

Quarterly \$1,200

*Banner ads can be purchased quarterly (every 3 months). Once a quarterly ad has been purchased, you will not be able to purchase another ad during that calendar year unless space is available.

To place an ad or obtain more information, contact **Arlene Braithwaite** at **410-772-0820** or arlenetbg@comcast.net. All ads will be subject to approval of both content and style and must adhere to GCAAR's Advertising Terms & Conditions on p. 9.

Newsline contract on following page



10,000+
Circulation

37%
Open rate
vs. 20% industry average

NEWSLINE CONTRACT

Please return this signed form with your payment to secure ad space. **Ads cannot run unless payment is received in full prior to the placement date.** If you choose to receive an invoice, payment is due upon receipt.

Start Date:		End Date:	
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Months to run:	<input type="checkbox"/> Jan	<input type="checkbox"/> Feb	<input type="checkbox"/> Mar	<input type="checkbox"/> Apr	<input type="checkbox"/> May	<input type="checkbox"/> Jun	<input type="checkbox"/> Jul	<input type="checkbox"/> Aug	<input type="checkbox"/> Sep	<input type="checkbox"/> Oct	<input type="checkbox"/> Nov	<input type="checkbox"/> Dec
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URL link
Please provide the URL for your organization's website:

Advertiser info

Company	Contact
Street	
City/state/zip	
Phone	Email
Signature	Title

Payment

Amount enclosed \$

Payment method Mastercard Visa American Express Discover Check enclosed

CC number	Expiration	
Sec number	Signature	Date

On behalf of GCAAR

Auth. signature	Title	Date
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Please send your electronic ADS AND COMPLETED RESERVATION FORM to:
Arlene Braithwaite, The Braithwaite Group | arlenetbg@comcast.net | 410-772-0820

Submit all PAYMENT (with a copy of your reservation form) to:
GCAAR Accounts Receivable, 15201
Diamondback Drive #100, Rockville, MD 20850



GCAAR ADVERTISING TERMS & CONDITIONS

GCAAR accepts advertising for its print and online publications from both GCAAR members and non-members, including REALTORS® and brokerages. Ads will be placed in the order of receipt of the reservation and payment.

By purchasing an advertisement, the advertiser agrees to:

- Indemnify and hold GCAAR harmless from any liability or cost incurred resulting from its advertisement.
- Assume responsibility for substantiating the claims made in the ad and for the accuracy of all information contained in the ad.
- The terms and conditions for advertising in GCAAR print and online publications.

Advertisements should not:

- Include trademark violations or derogatory language.
- Offer discounts or incentives for members to use their services.
- Include details about fees and commissions, or blatant superlatives.
- Have a negative impact on the National Association of REALTORS®, Maryland REALTORS®, District of Columbia Association of REALTORS® or GCAAR brand or services.

Submission of an advertisement does not constitute an agreement to publish the ad, nor does it constitute an endorsement by GCAAR. All ads are subject to approval and GCAAR reserves the right to refuse any advertisement, delete objectionable words, phrases or illustrations, or cancel a reservation at any time.

How to submit ads: Advertising copy should be submitted to Arlene Braithwaite, arlenetbg@comcast.net, by email as outlined in each section of this advertising kit.