

# 2018 Promotional Opportunities

**Reach our REALTORS® & Grow** 



# Why choose MCAR Solutions

No matter the size or scope of your marketing budget, MCAR has a promotional opportunity to suit YOUR needs! With a membership base of approximately 2600 REALTORS® and real estate service providers, your message will hit the mark through networking exposure, expanded visibility and premium advertising space. You choose the options that best compliment YOUR company's mission and budget.

## Choose Education & Event Sponsorships

MCAR offers a variety of educational opportunities for members throughout the year, with sponsorships available on a first-come, first-paid basis. Sponsorships are limited to ONE per Continuing Education class.

**Member Rate: \$125 per class**

**Non-Member Rate: \$250 per class**

Throughout our year, MCAR hosts multiple special events, offering additional ways for you to get face-to-face with our REALTOR® members.

**Member Rate: varies by event**

**Non-Member Rate: not offered**

In addition to class and event sponsorships, MCAR welcomes proposals for Breakfast Briefs, workshops session offered by an Affiliate member to our REALTOR® members at no cost to the Realtor. Breakfast Briefs must be educational in content and last approximately 90 minutes.

**Member Rate: FREE!**

**Non-Member Rate: not offered**

**For additional information, contact Joni Conrad  
jconrad@mcarealtors.org | 610.260.9931**

# Choose Member Communications

MCAR offers a three separate newsletter opportunities to reach three separate levels on MCAR members. The rate applies to each newsletter opportunity:

**Member Rate: \$50 per issue**

**Non-Member Rate: \$125 per issue**

Our newsletter opportunities include:

**MCAR Membership Matters\***

Sent to all REALTOR® and Affiliate members, bi-weekly

Exclusive Opportunity! Only ONE ad per issue

**MCAR Management Matters\***

Sent to all Designated REALTOR® members, monthly

Exclusive Opportunity! Only ONE ad per issue

**Digging Into Membership\***

Three-email series sent to first-year REALTOR® members

\* See back for sample ad

# Choose Website Communications

MCAR offers three website/online opportunities on a weekly OR monthly basis. Online advertisements are an Exclusive Opportunity (only one ad at a time)

**Website Sliding Block (home page)\***

**Member Rate: \$100 per week OR \$325 per month**

**Non-Member Rate: \$800 per month**

**Website Ad Block (home page)\***

**Member Rate: \$75 per week OR \$275 per month**

**Non-Member Rate: \$600 per month**

**Mobile Ad Block (all pages on mobile devices)**

**Member Rate: \$75 per week OR \$275 per month**

**Non-Member Rate: Not Available**

\* See back for sample ad

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# Solutions Samples

**Membership Matters**

Montgomery County Association of REALTORS, Inc.  
Your Professional, Business!

Your Logo Here      **Your Call To Action**  
Your link to your information

Impact of student loans on homeownership

Member eNews Samples

**Management MATTERS**

Montgomery County Association of REALTORS, Inc.  
Your Professional, Business!

NEWS, TOOLS & RESOURCES FOR REAL ESTATE INDUSTRY MANAGEMENT

Your Logo Here      **Your Call To Action**  
Your link to your information

Your Business Connection

www.mcarealtors.org

Sliding Image Block

Montgomery County Association of REALTORS, Inc.  
Your Professional, Business!

MEMBERSHIP MATTERS    MEMBER RESOURCES    EDUCATION AND TRAINING    PROFESSIONAL DEVELOPMENT    LEGISLATIVE ADVOCACY    MONTGOMERY COUNTY

**Your AD Here!**

Welcome to MCAR's New Website!

Join MCAR    Pay Online    Register For Events    Find a REALTOR

EDUCATION    SERVICE PROVIDERS    ADVERTISERS    CALENDAR

Designated Advertising Block

**Specifications:**

- Materials for digital advertising due 10 days prior to start of advertisement
- Monthly advertisements begin on the first day of the month
- Weekly advertisements begin Monday and run through Sunday
- Space is not guaranteed until payment is received in full

**For full graphic specifications contact Joni Conrad at [jconrad@mcarealtors.org](mailto:jconrad@mcarealtors.org) OR 610-260-9931**