



2012

Greater Capital Area Association of REALTORS®

media kit
media kit

advertising opportunities Greater Capital Area Association of REALTORS®

print

Capital Area REALTOR® -

Capital Area REALTOR® is GCAAR's newspaper-style tabloid with a circulation of nearly 8,000. The publication is targeted to GCAAR members and industry affiliates.



web

GCAAR.com

GCAAR.com is the association's web site and one-stop shop for all GCAAR-related information. Here members can pay dues, register for classes, access necessary forms, learn about upcoming events, and much more. Banner advertising opportunities exist on the following pages:

- Forms Home Page
- Home Sales Statistics Home Page
- Washington, DC Sales Statistics Page
- Montgomery County Sales Statistics Page
- GCAAR Master Calendar
- Directions to GCAAR offices



e-mail

Newsline Weekly e-Newsletter

Newsline is a weekly recap of the latest association and industry-related information. Extend your advertising and marketing messages by advertising for one week, four weeks, six months, or one year. Banner and tile advertising is available.

Contact Arlene Braithwaite at (410) 772-0820 or via e-mail at arlenebg@comcast.net for more information or to reserve ad space.

Visit www.gcaar.com for all publication contract information.



Capital Area REALTOR® PRINT advertising rates



Capital Area REALTOR® 2012 Print Schedule:

Five issues per year; 20–28 pages per issue

ISSUE DATE	RESERVATION DEADLINE
January/February	December 23
March/April	February 10
May/June	April 13
September/October	July 13
November/December	September 14

Deadline dates are approximate and may change.

Specifications: Page size is 10.875" x 15"; Image size is 10" x 14"
Printed on a web press on 50 lb. newsprint at 85-line screen
Additional preparation of camera-ready copy will be billed to the advertiser

Submission: Advertising copy may be submitted in one of the following ways:

- Zip disk or CD with all screen & printer fonts and graphics included
- By e-mail as an Adobe Acrobat PDF, or as an EPS or TIFF with all screen/printer fonts and graphics embedded (if possible). (FTP instructions are available for extra large files).

All submissions must be accompanied by a hard copy of the finished advertisement.

AD SIZE	ACTUAL SIZE (width x height)	2012 PRICE (per issue)*	
		B/W	Color
1/8 Page	4.8125" x 3.375"	\$325	\$375
1/4 Page	4.8125" x 6.75"	\$425	\$525
1/2 Page	9.625" x 6.75"	\$750	\$900
Full Page	9.625" x 13.5"	\$1,275	\$1,500
Back Cover	9.8865" x 13.5"		\$2,100

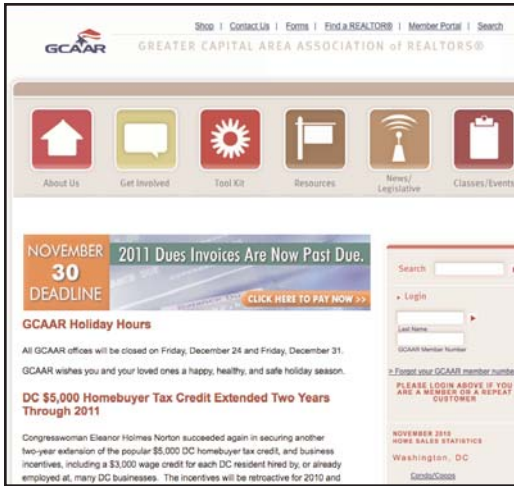
*10% discount applies for advertising in four issues; 15% discount applies for advertising in all five issues. Advertisers are charged on a per-issue basis.

All advertising will be subject to content and style approval.



Questions? Contact:
Arlene Braithwaite, Account Manager
arlenetbg@comcast.net
The Braithwaite Group
5482 Greathead Court
Columbia, MD 21045
410-772-0820

GCAAR.com WEB advertising rates



Format: High resolution TIFF, JPG or GIF. Flash animated ads are not recommended.

Size: 480 pixels wide x 70 pixels high – max

Rates: \$1325 – entire year \$800 – six months

Location: Banner ads are not allowed on the home page, but can appear on the following Web pages:

- Forms home page
- Home Sales Statistics home page
- Washington, DC Sales Statistics page
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GCAAR Newsline e-NEWSLETTER advertising rates



Format: High resolution (300dpi) JPG or GIF. Flash animated ads are not recommended.

Banner ad (top of the page): 551 pixels wide (7.65 inches) x 96 pixels high (1.25 inches) - max

Sidebar tile ad (left-hand column): 119 pixels wide (1.65 inches) x 220 pixels high (3.1 inches) - max

Rates

Sidebar ad	Banner ad
One-time ad: \$50	\$175
4 weeks: \$175	\$400
6 months: \$1,000	\$2,250
Full year: \$1,900	\$4,250

Affiliate members enjoy a 10% discount.

FREE Rookie Event: Tax Tips for REALTORS®

A simple, concise FREE tax class that provides real estate professionals with essential knowledge that will help a small business continue to grow. This class covers:

- Tax basics
- IRS recordkeeping requirements
- How to get extra deductions by working from home!
- How to get extra deductions by hiring your family!
- 401K strategies, short sales, mortgage forgiveness and more!

Guest Speaker: Linda De Marlor, Tax-Masters Inc.

When: Wednesday, February 9; 9:30 a.m. - 11:00 a.m. (Check-in & Free Networking Continental Breakfast served at 9:00 a.m.)

Where: GCAAR Silver Spring Conference Center

[Register today!](#)

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Now Accepting Emeritus Applications

GCAAR is now accepting applications for the Emeritus Program for any members who have been active agents for at least 40 years. NAR's submission deadline is April 1, 2011. Please fax completed applications to GCAAR at 240-631-1917 by **March 18** to ensure your application is received by NAR's deadline. Call 240-631-1913 with any questions. [Access the application.](#)

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GCAAR is Going More Green!

As of Tuesday, March 1, 2011 GCAAR will no longer be printing handouts for continuing education courses. Please make sure we have your current e-mail address when registering for classes.

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