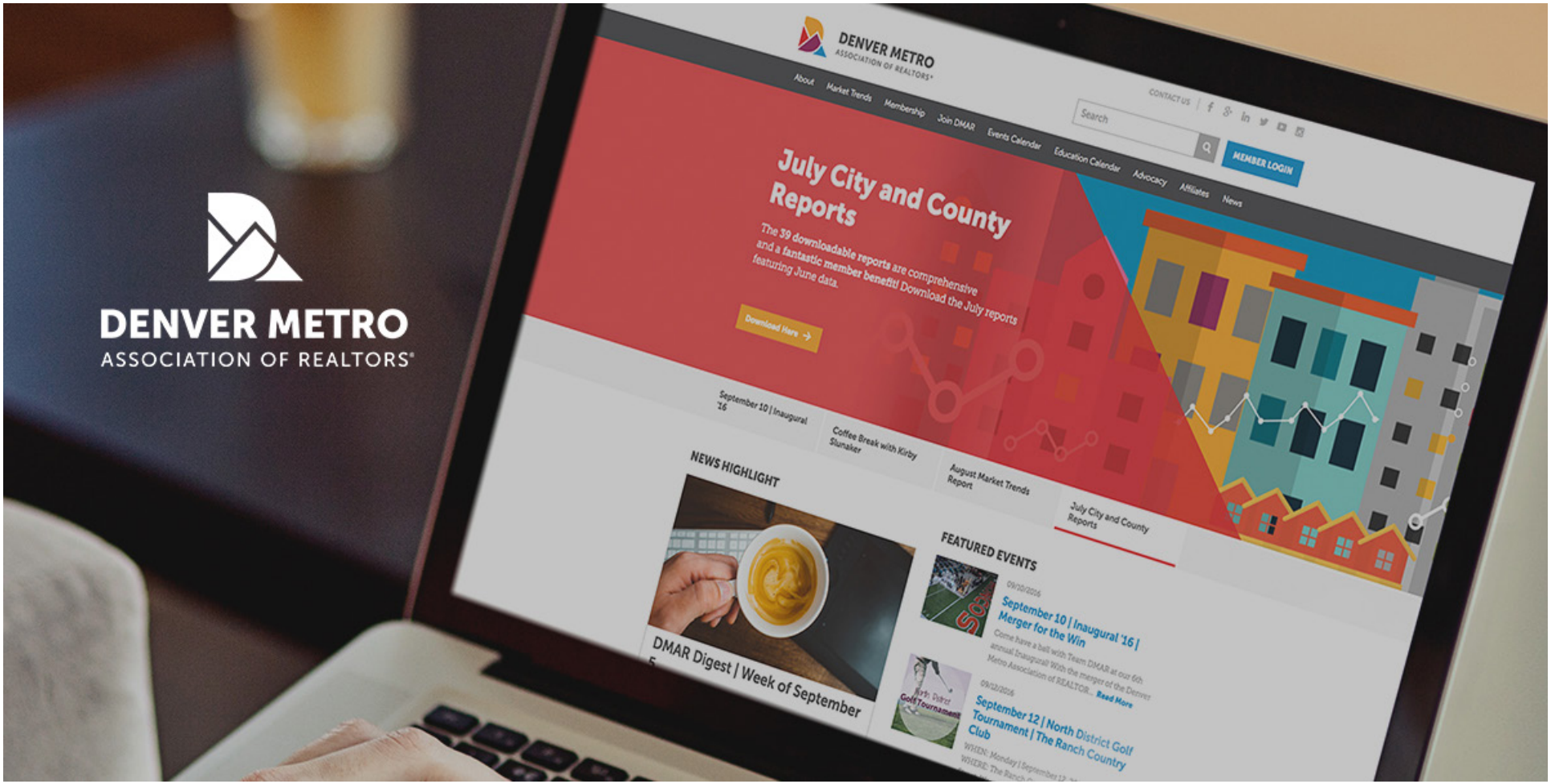
DMAR Web Ads



Products, Rates & Specifications

Products

The Denver Metro Association of REALTORS® (DMAR) offers advertising opportunities to Members, Industry Partners and other businesses interested in reaching daily visitors to DMAR's website.

DMAR offers one standard digital ad at 300x250 pixels on three different pages: Calendar, Market Trends and Blog. The rates for the three pages are determined by potential reach. Packages are available based on 3, 6, 9 and 12 month display periods.

300x250
pixels

Choose from 3 page placements:

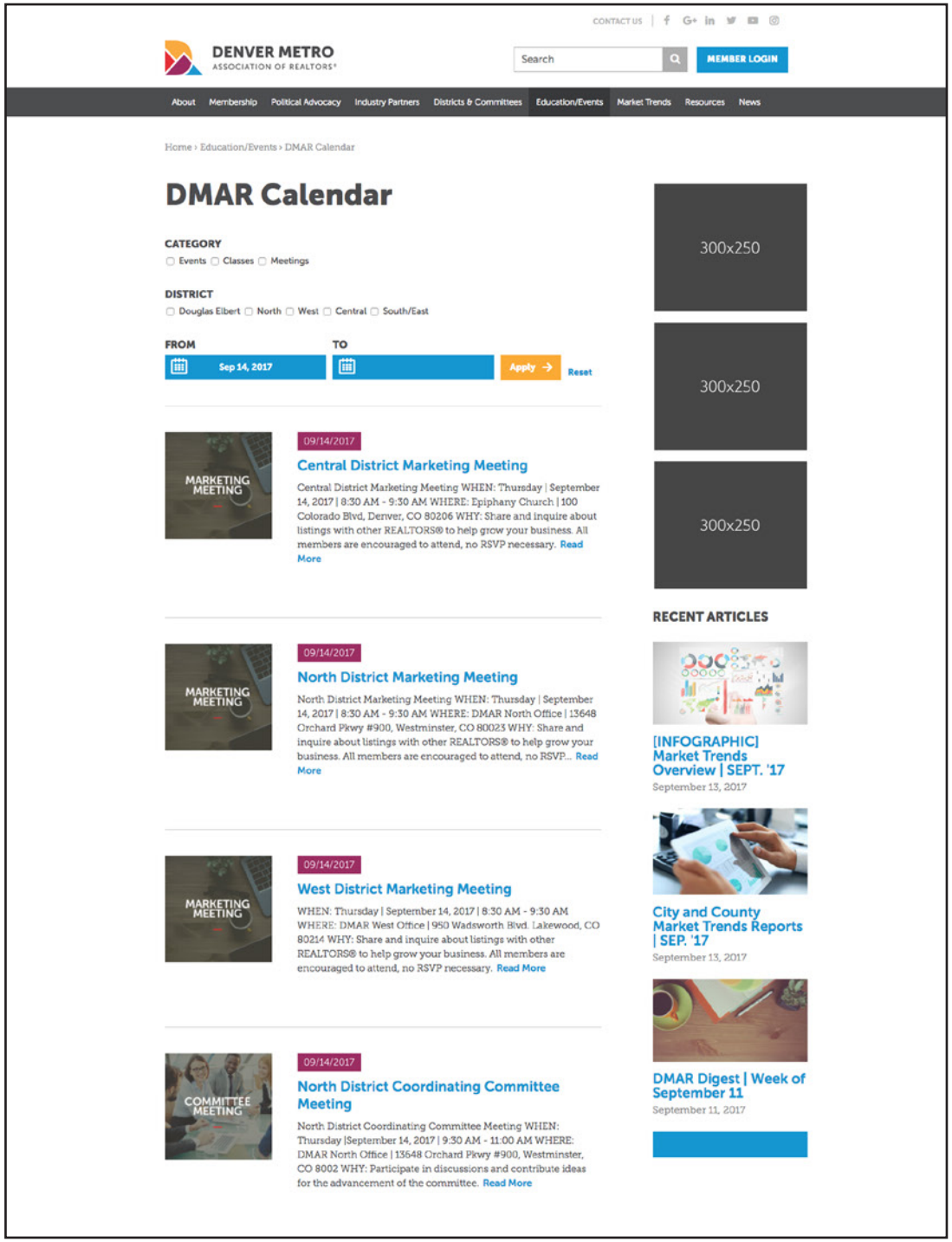
- **Calendar**
- **Market Trends**
- **Blog**

Discounted monthly rates available for extended run time

Placement

Calendar

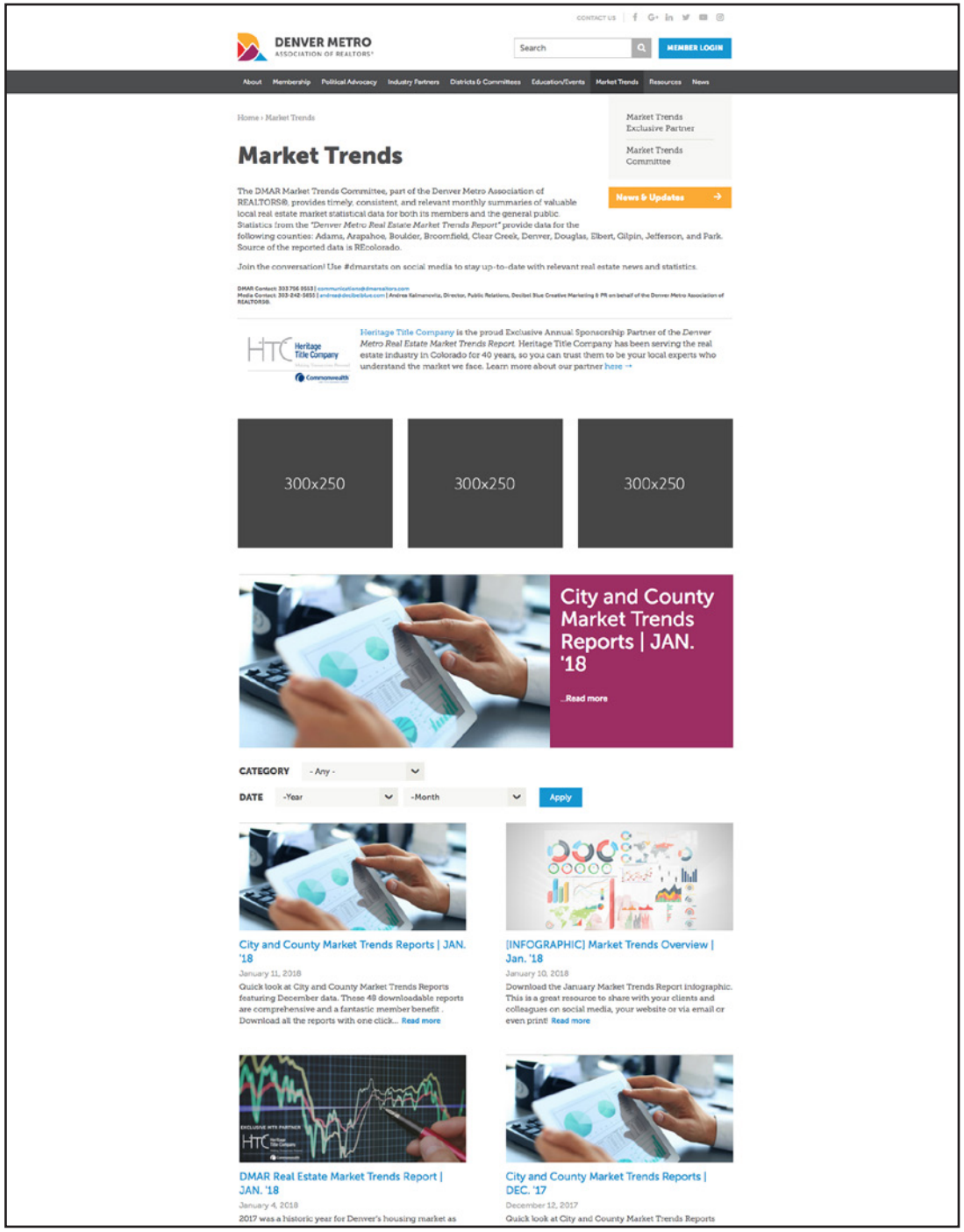
The DMAR Calendar includes all Association events, classes and meetings and is the **number one most viewed page on the website.** Promoting your business on this page is a great way to gain exposure to members, many of whom view the page several times a week.



Placement

Market Trends

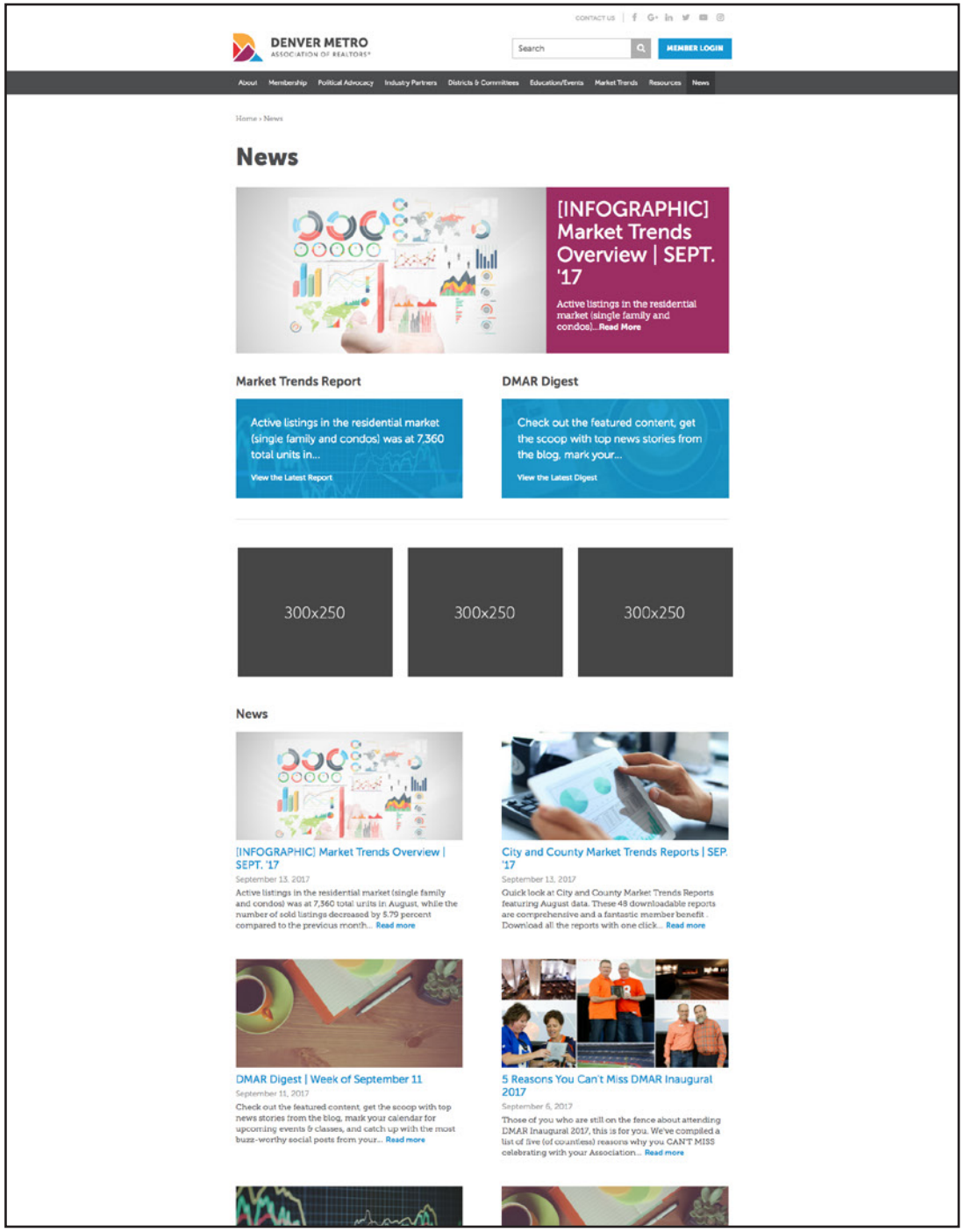
The Market Trends landing page houses all of the monthly and quarterly reports including our nationally-recognized Denver Metro Real Estate Market Trends Report, City and County Reports and monthly market trends report infographic. This is a heavily viewed page on the website and a great way to associate your business with reliable, industry-related resources.



Placement

Blog

The Blog page features weekly articles including a Digest piece, event recaps, sponsorship opportunities, Association highlights and general industry news. This is your opportunity to promote your business to 7,000+ members at a reasonable monthly rate and attract a robust, yet targeted, audience.



Rates

Rates for each page are determined by potential reach.

Packages are available based on 3, 6, 9 and 12 month display periods.

Monthly rates are discounted for longer display periods and when you run two or more ads at once.

1 AD	Calendar	Market Trends	Blog
3 Months	$200/mo	$175/mo	$150/mo
6 Months	$170/mo	$145/mo	$120/mo
9 Months	$160/mo	$135/mo	$110/mo
12 Months	$158/mo	$125/mo	$100/mo

2 ADs	Calendar + Market Trends	Calendar + Blog	Market Trends + Blog
3 Months	$319/mo	$298/mo	$276/mo
6 Months	$268/mo	$247/mo	$225/mo
9 Months	$251/mo	$230/mo	$208/mo
12 Months	$241/mo	$219/mo	$191/mo

3 ADs	Calendar + Market Trends + Blog
3 Months	$394/mo
6 Months	$326/mo
9 Months	$304/mo
12 Months	$287/mo

Guidelines & Specifications

Ad Guidelines:
- All ads must be reviewed and approved by DMAR staff.
- Ads may be accepted from businesses outside the real estate industry at the discretion of DMAR staff.
- Advertisers from within the real estate industry must be Industry Partners or REALTOR® members of DMAR.
- Ads soliciting or recruiting real estate agents will not be accepted.
- Payment for ads must be received in advance of placement of the ad.

File Specifications:
- All ads are 300x250 px.
- Acceptable file types are PNG, JPG and GIF.
- Please keep files size to 200 KB or under.

Please send files to:
communications@dmarealtors.com.

300x250 pixels

All ads must be approved by DMAR

PNG, JPG & GIF files accepted

Animated GIFs and HTML5 not accepted at this time

Contact Us

If you are interested in advertising with us,
please contact:

Sarah Goode,
Director of Marketing & Communications
sgoode@dmarealtors.com

DENVER METRO
ASSOCIATION OF REALTORS®