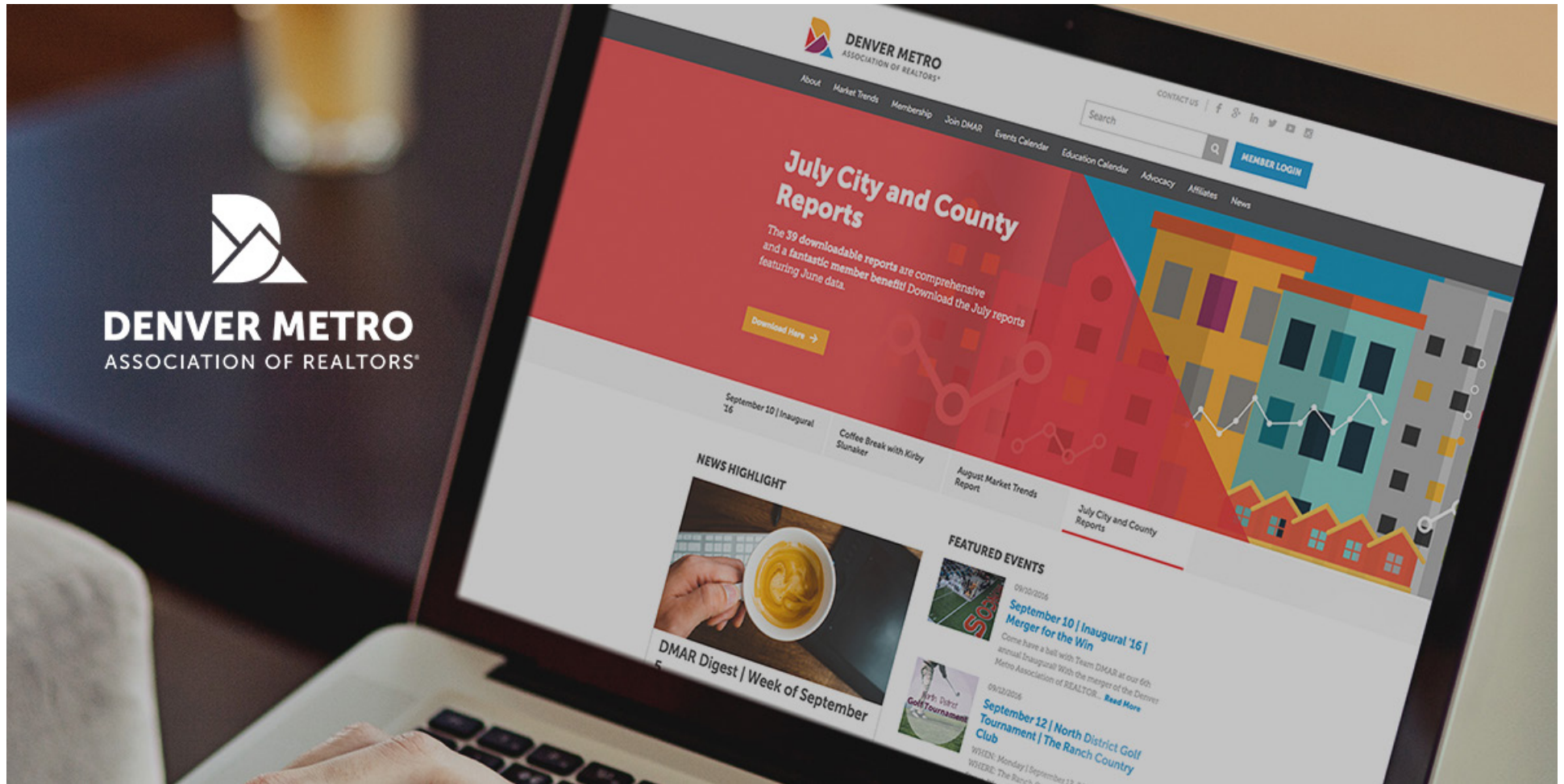


# DMAR Web Ads



## Products, Rates & Specifications

# Products

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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: Market Trends, Calendar 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:

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

**Discounted monthly rates  
available for extended run time**

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# 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 the **number one most viewed page on the website** and a great way to associate your business with reliable, industry-related resources.

The screenshot shows the Denver Metro Association of Realtors website. The header includes the logo, a search bar, and a 'MEMBER LOGIN' button. The navigation menu lists: About, Membership, Political Advocacy, Industry Partners, Districts & Committees, Education/Events, Market Trends, Resources, and News. The 'Market Trends' section is highlighted in the sidebar.

**Market Trends**

The DMAR Market Trends Committee, part of the Denver Metro Association of REALTORS®, provides timely, consistent, and relevant monthly summaries of valuable local real estate market statistical data for both its members and the general public. Statistics from the "Denver Metro Real Estate Market Trends Report" provide data for the following counties: Adams, Arapahoe, Boulder, Broomfield, Clear Creek, Denver, Douglas, Elbert, Gilpin, Jefferson, and Park. Source of the reported data is REcolorado.

Join the conversation! Use #dmarstats on social media to stay up-to-date with relevant real estate news and statistics.

DMAR Contact: 303.756.0553 | [communications@denvermetro.com](mailto:communications@denvermetro.com)  
Media Contact: 303.242.5855 | [andrea@decibelblue.com](mailto:andrea@decibelblue.com) | Andrea Kaimanowitz, Director, Public Relations, Decibel Blue Creative Marketing & PR on behalf of the Denver Metro Association of REALTORS®.

Heritage Title Company is the proud Exclusive Annual Sponsorship Partner of the Denver Metro Real Estate Market Trends Report. Heritage Title Company has been serving the real estate industry in Colorado for 40 years, so you can trust them to be your local experts who understand the market we face. Learn more about our partner [here](#) →

Three placeholder boxes for 300x250 ads are shown.

**City and County Market Trends Reports | JAN. '18**  
...Read more

**CATEGORY** - Any -  
**DATE** -Year - -Month - **Apply**

**City and County Market Trends Reports | JAN. '18**  
January 11, 2018  
Quick look at City and County Market Trends Reports featuring December data. These 48 downloadable reports are comprehensive and a fantastic member benefit. Download all the reports with one click... [Read more](#)

**[INFOGRAPHIC] Market Trends Overview | Jan. '18**  
January 10, 2018  
Download the January Market Trends Report infographic. This is a great resource to share with your clients and colleagues on social media, your website or via email or even print! [Read more](#)

**DMAR Real Estate Market Trends Report | JAN. '18**  
January 4, 2018  
2017 was a historic year for Denver's housing market as

**City and County Market Trends Reports | DEC. '17**  
December 12, 2017  
Quick look at City and County Market Trends Reports

# Placement

## Calendar

The DMAR Calendar includes all Association events, classes and meetings and is a heavily 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.

The screenshot displays the DMAR Calendar page on the Denver Metro Association of Realtors website. The page features a navigation bar with links to About, Membership, Political Advocacy, Industry Partners, Districts & Committees, Education/Events, Market Trends, Resources, and News. A search bar and a 'MEMBER LOGIN' button are also present.

The main content area is titled 'DMAR Calendar' and includes filters for CATEGORY (Events, Classes, Meetings) and DISTRICT (Douglas Elbert, North, West, Central, South/East). It also has a date range selector with 'FROM' and 'TO' fields, and buttons for 'Apply' and 'Reset'.

The calendar lists several events for September 14, 2017:

- Central District Marketing Meeting**: Central District Marketing Meeting WHEN: Thursday | September 14, 2017 | 8:30 AM - 9:30 AM WHERE: Epiphany Church | 100 Colorado Blvd, Denver, CO 80206 WHY: Share and inquire about listings with other REALTORS® to help grow your business. All members are encouraged to attend, no RSVP necessary. [Read More](#)
- North District Marketing Meeting**: North District Marketing Meeting WHEN: Thursday | September 14, 2017 | 8:30 AM - 9:30 AM WHERE: DMAR North Office | 13648 Orchard Pkwy #900, Westminster, CO 80023 WHY: Share and inquire about listings with other REALTORS® to help grow your business. All members are encouraged to attend, no RSVP... [Read More](#)
- West District Marketing Meeting**: WHEN: Thursday | September 14, 2017 | 8:30 AM - 9:30 AM WHERE: DMAR West Office | 950 Wadsworth Blvd. Lakewood, CO 80214 WHY: Share and inquire about listings with other REALTORS® to help grow your business. All members are encouraged to attend, no RSVP necessary. [Read More](#)
- North District Coordinating Committee Meeting**: North District Coordinating Committee Meeting WHEN: Thursday | September 14, 2017 | 9:30 AM - 11:00 AM WHERE: DMAR North Office | 13648 Orchard Pkwy #900, Westminster, CO 8002 WHY: Participate in discussions and contribute ideas for the advancement of the committee. [Read More](#)

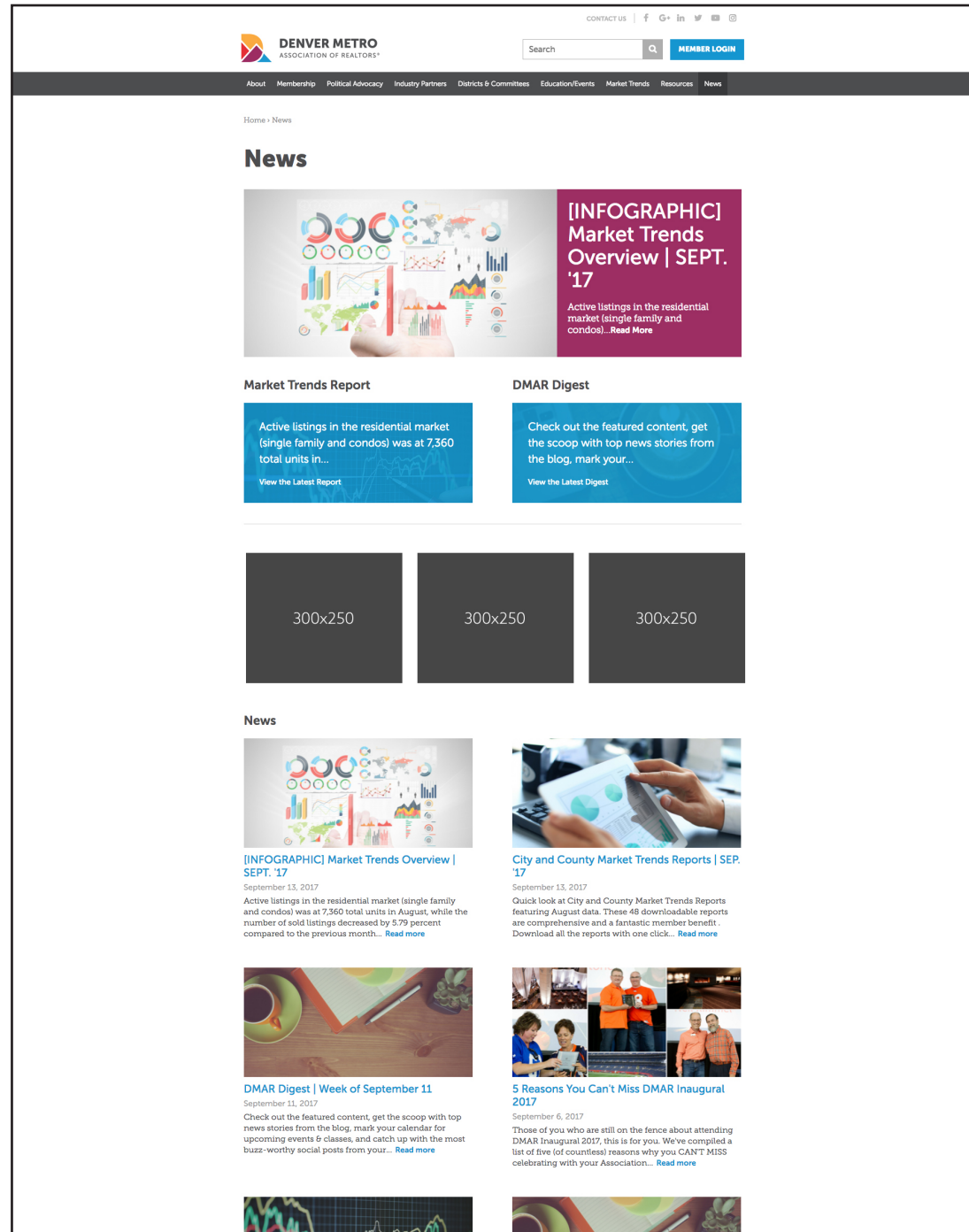
The right sidebar contains three large placeholder boxes labeled '300x250' and a section titled 'RECENT ARTICLES' featuring:

- [INFOGRAPHIC] Market Trends Overview | SEPT. '17**: September 13, 2017
- City and County Market Trends Reports | SEP. '17**: September 13, 2017
- DMAR Digest | Week of September 11**: September 11, 2017

# 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	Market Trends	Calendar	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	Market Trends + Calendar	Market Trends + Blog	Calendar + 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

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## 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**

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# Contact Us



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

**Sarah Goode,**  
**Director of Marketing & Communications**  
**[sgoode@dmarealtors.com](mailto:sgoode@dmarealtors.com)**

