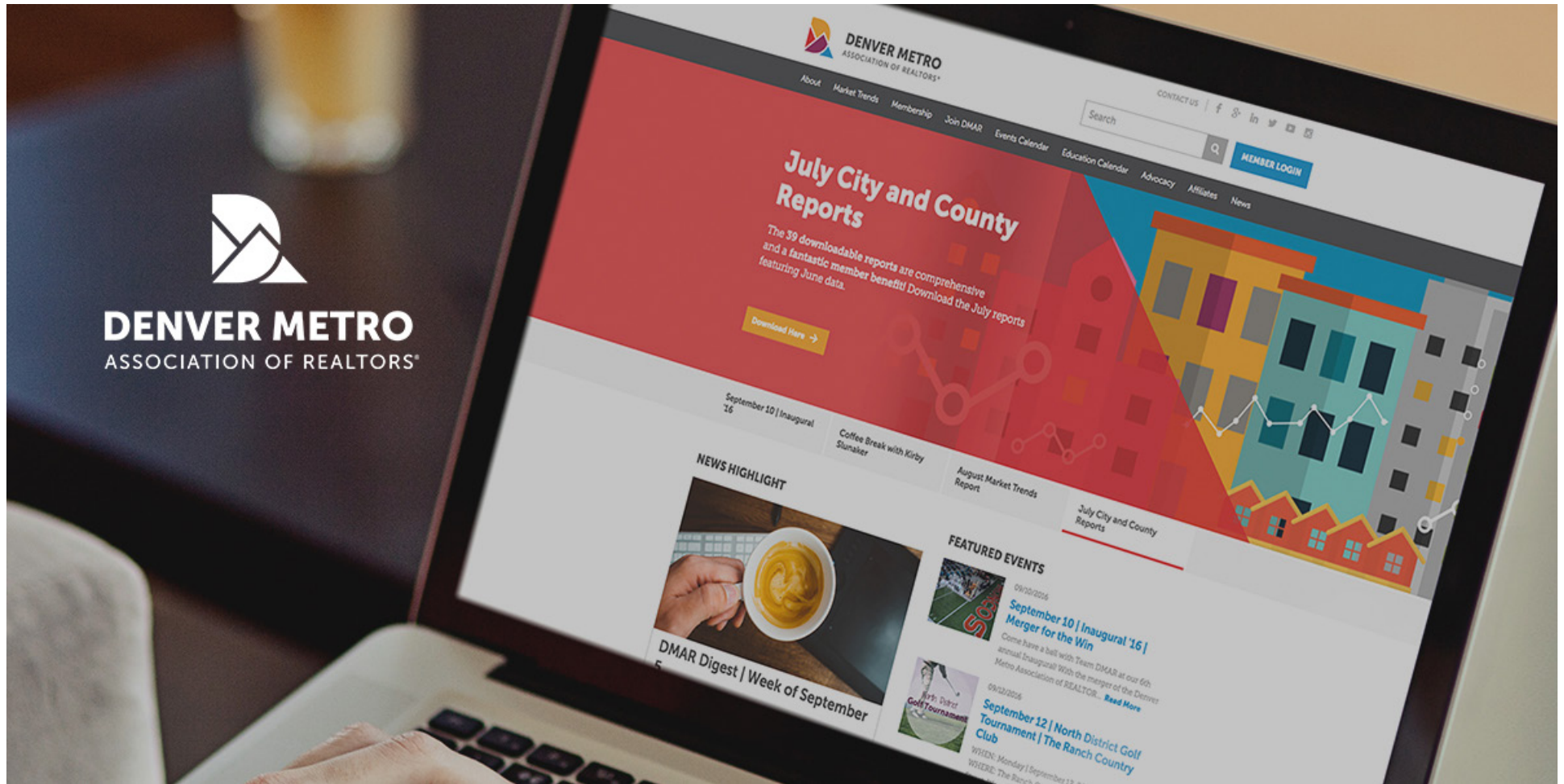


DMAR Web Ads



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: 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**

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 main content area is titled 'Market Trends' and features a 'News & Updates' button. Below this, there is a section for 'DMAR Contact' and a 'Heritage Title Company' partnership announcement. The page also displays three placeholder boxes for 300x250 ads. A large section titled 'City and County Market Trends Reports | JAN. '18' with a 'Read more' link is prominent. Below this, there are filters for 'CATEGORY' (Any) and 'DATE' (Year, Month) with an 'Apply' button. The main content area displays four report cards: 'City and County Market Trends Reports | JAN. '18' (January 11, 2018), '[INFOGRAPHIC] Market Trends Overview | Jan. '18' (January 10, 2018), 'DMAR Real Estate Market Trends Report | JAN. '18' (January 4, 2018), and 'City and County Market Trends Reports | DEC. '17' (December 12, 2017).

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). Below these filters are 'FROM' and 'TO' date pickers, with 'Sep 14, 2017' selected for the 'FROM' date. An 'Apply' button and a 'Reset' link are provided.

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](#)

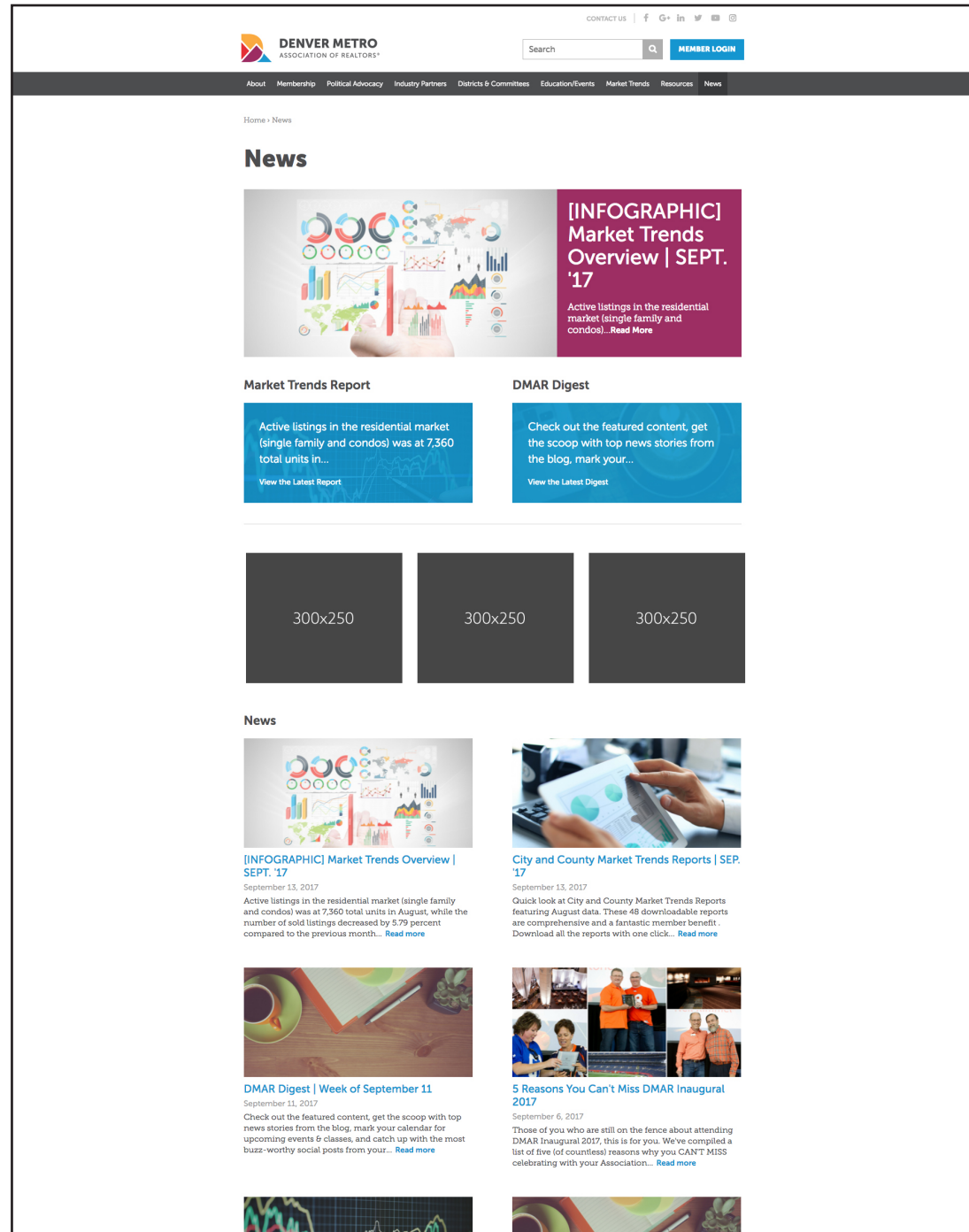
The right sidebar contains three large placeholder boxes labeled '300x250' and a section titled 'RECENT ARTICLES' featuring:

- [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 8,000+ 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

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

