

Working RE

Media Kit – Where are you Advertising?

"Working RE is one of the best sources of contemporary information available to appraisers. I look forward to receiving it and digest it from cover to cover. Most of the appraisers feel as I do, in that your work does us a great service and is sincerely appreciated." - Paul J. Caristi, SRPA SRA

"As of yesterday I haven't received your magazine. If I didn't enjoy it so much I wouldn't bother you. But I do, so here I am. Please send another, please..." - Victoria



Print, Email Newsletters and Online Advertising

Working RE Advantage

Print, Email and Web Advertising formats provide advertisers with a powerful cross marketing advantage when selling to appraisers and inspectors.

The quarterly print magazine contains stories that drive appraisers to the bi-monthly email edition and visa versa; both drive readers to WorkingRE.com for bonus content and related sidebar information.

No matter which format(s) you choose, you have the advantage because of this powerful

advertising nexus. No other publication generates this kind of interest among appraisers and home inspectors, ensuring that YOUR message gets the notice it deserves.

"Believe it or not, I enjoy the advertising as much as the articles. It is too time consuming for me to do web searches, etc. looking for goods and services. When I am so busy working in the business, the products I see open my mind to tools and opportunities to work on the business." - Kent Selders

Circulation

Print Editions are sent quarterly to most active appraisers nationwide, over 8,000 subscribers and OREP members, and a large number of home inspectors taken from a proprietary database of 30,000.

Print provides a long shelf-life. When readers pick up their current or back issues of Working RE to fill a need, your message is there. We receive calls on a regular basis from magazines that are sometimes years old.

"I want to be sure you know there are some of us who still very much prefer the printed version. Not only is it easier on the eyes, especially after working on the computer for hours each day doing our jobs, but it travels with me to the balcony, on the airplane, to the beach, to doctor/dentist appointments, and wherever I feel I will have some extra time to read the excellent content of your publication. The computer is simply not that portable or convenient." - George Bomely

Current issues are posted free at WorkingRE.com in PDF format, with advertisers' links included free to print advertisers. This bonus advertising is a fast and free way for online customers to find you.

WRE Email News Editions reach approximately 52,000 appraiser-subscribers every other week and 17,000 inspector-subscribers once a month with timely and relevant content. With excellent delivery, open and click-through rates, WRE emails provide cost effective opportunities for advertisers. (Click for News Edition: www.workingre.com/workingre/altered-reports.html.)

Special Offer Editions are available for advertisers who want to control the entire message and timing of the send. (Click for Special Edition: www.workingre.com/workingre/apex-121208.htm.)

Email is instant, consistent (weekly/bi-weekly/monthly) and permits precise tracking. In 2008, there were 198 separate email ads sent by WRE on behalf of 28 unique advertisers. Consistent, repeat business means WRE delivers results.

"I really enjoy your e-mag, and get a lot out of it (I also have a file in my inbox for back issues). Thanks." - Colleen Heber

"The Special Edition ad was a HUGE success. Thank you for all your help and for delivering what you promised." - Todd Rasmussen, Regional Director Metro-West Appraisal Co., LLC

WorkingRE.com Ad Hosting provides another opportunity to have your message delivered to appraisers and inspectors.

Two highly visible spots are available at WorkingRE.com in weekly slots on a first-come, first-served basis. WRE.com visitors are just a click away from your site.

WRE.com averaged 62,000 unique visitors per month in 2008 from the appraiser and inspector populations to access the current issue, now posted online, and to read premium content and related sidebar material. In this group, there are over 7,000 subscribers (OREP members included) who have complete access to all content and visit the site to read stories as they wish.

"Mea Culpa!! It finally dawned on me that I receive the magazine FREE but have never signed up for the premium content subscription. That omission has been rectified today and I look forward to accessing the entire list of informative articles in WRE on the Net. Again, keep up the good work and reporting on the appraisal/home inspection professions."

- Steven Branch - Lake Charles , LA

Advertising Rates

Print Edition

Mailed quarterly to most active appraisers nationwide, over 8,000 subscribers and OREP members, and a large number of home inspectors taken from a proprietary database of 30,000



<u>Size of Advertisement</u>	<u>One Issue</u>	<u>Four Issues**</u>
2"	\$500	
4"	\$850	
1/4 Page	\$1,625	\$1,500
1/3 Page	\$1,900	\$1,700
1/2 Page	\$2,200	\$1,800
2/3 Page	\$2,800	\$2,500
1 Page	\$3,300	\$2,975
2 Page Spread	\$6,100	\$5,490

**Please check the next page for combination advertising packages



Online News Edition

Emailed to 45,000 Appraisers / 16,000 Home Inspectors

<u>Length of Agreement</u>	<u>Appraisers (2x/Month)</u>	<u>Inspectors (1x/Month)</u>
1 Year	\$195/Issue (24 Issues)	\$200/Issue (12 Issues)
6 Months	\$275/Issue (12 Issues)	\$250/Issue (6 Issues)
3 Months	\$325/Issue (6 Issues)	\$300/Issue (3 Issues)

Special Offer Editions - advertiser controls entire message and timing.

1-5 Issues	\$650/Each	\$400/Each
6 Pack	\$500/Each	
12 Pack	\$400/Each	



WorkingRE.com Ad Hosting

Viewed on average by 62,000 unique visitors per month in 2008

Less than 12 Weeks	\$150/spot/week
12 Weeks	\$125/spot/week
26 Weeks	\$95/spot/week

"I save your magazines and reference them when issues arise within the industry or my residential appraisal business. I find your publication to be very informative and worthy of archiving for future referencing." – Edward Rossi, State Certified Appraiser

Print / Email / WRE.com Ad Hosting - Combination Discounts

Good with any Four-Issue Print Agreement (quarter page or larger)

- **Print Reservation**

_____ Size _____ x Insertions

- **Email - News Editions**

_____ 3 Months (6 issues) for **\$300 each**. (Regularly \$325/insertion.)

_____ 6 Months (12 issues) for **\$250 each**. (Regularly \$275/insertion.)

- **WorkingRE.com Ad Hosting**

\$115 per spot (12 weeks/12 spot minimum). (Regularly \$150/spot.)

_____ Number of Spots/Weeks Ordered

- **Special Offer Editions**

\$450 each (Regularly \$500 each.)

_____ Number of Issues Ordered

Please return this completed page to Cary or David today!

Working RE Magazine

6760 University Ave. #250

San Diego, CA 92115

www.workingre.com subscription@workingre.com

(888) 347-5273

Contact

Editor: David Brauner / dbrauner@workingre.com

Asst. Editor: Cary Ryan / cary@orep.org

Credit Policy

- Payment is due 30 days prior to publication unless otherwise noted. Please ask for details. No advertisements will be run without a signed insertion order.
- Credit terms (where applicable): Payment is due Net 30. If payment is not received by Net 30, credit terms will not be extended for future issues and payment will be due 30 days prior to publication. Thanks for your help.

Color/Digital Files

There is no extra charge for color or for sending digital files.

How to Submit Ad Copy

Please submit camera-ready art/digital files for all ads. If submitting digital files, please see instructions below. (Please include a color proof - PDF files ok.) Film: 150 line screen, right: reading emulsion side down. Trim size for full page: 8 1/2 x 10 7/8. Dot gain: 15: 20%; density: 280.

Placement Policy

Working RE pledges to publish the very highest quality editorial copy possible to bring value to readers and advertisers. Every attempt will be made to place full page advertisements on right hand pages opposite editorial copy.

Advertisement Specs

Print

2"	2.5" high x 2.37" wide	
4"	2.7" high x 4.9" wide	
1/4 Page	3.5" high x 4.9" wide (vert.)	2.5" high x 7.5" wide (horiz.)
1/3 Page	5" high x 4.9" wide (vert.)	3.25" high x 7.5" wide (horiz.)
1/2 Page	7.5" high x 4.9" wide (vert.)	5" high x 7.5" wide (horiz.)
2/3 Page	9.25" high x 4.875" wide	
Full Page	10" high x 7.5" wide non bleed or 8.75" x 11.125" with bleed (Trim: 8.5" x 10.88")	
2 Pg Spread	11.125" high x 17" wide with bleed (Trim: 10.88" high x 16.75" wide)	

Online Email Editions

News Edition: 200x200 pixels, with a few lines of text to go below image
Special Offer Edition: Width - between 580 to 650 pixels. Length - as long as it needs to be

WorkingRE.com Ad Hosting

Center Spot: 385 x 140 pixels
Right Spot: 200 x 200 pixels

Electronic Media Checklist

Please Note: Working RE is not responsible for digital files that do not print correctly. If there are any questions, please send film with a color proof.

Please use the following guidelines when sending files for inclusion in Working RE. Please remember to include a color proof, PDF files are fine. Please “cc” the color proof to Working RE (dbrauner@workingre.com).

File Types

Please send x1-a compliant hi-res PDFs, flattened 300 dpi CMYK or Photoshop files (.tif). Illustrator .eps files are accepted but all fonts must be converted to outlines and placed images must be CMYK. No Pagemaker files will be accepted.

Formatting Files

To ensure your ad is printed correctly, please be sure to do the following:

- When creating your hi-res PDF, please make sure that the crop marks and color bars are offset by .125 inches. Marks that are set to a distance less than that run the risk of showing on the final printed ad.
- Convert **all** colors to CMYK before creating a PDF. Spot colors that are converted after the PDF is made can cause undesirable color shifts.
- Make sure all images are 300 dpi, CMYK images. Low-res images can look blurry.
- Please make sure that your ad does not contain 400% type (defined as type that is 100% black, 100% yellow, 100% cyan, 100% magenta).

Media Types

Please send files using zip (100mg) or CD only.

Fonts: Please include all fonts (type 1 only—NO True Type), both printer and screen fonts.

Support Files

Please include all support files. Make sure that all support files are at 300 dpi minimum. Make sure files are CMYK and NOT RGB files.

Email Files

Please compress files using stuffit or zipit. Maximum file size for emails is 4 megabytes.

Please note: Files sent that do not meet this criteria are subject to additional charges (\$50/hr) to make them compatible.