

Real Estate **LEADER** ADVERTISING

Real Estate LEADER is the ONLY quarterly statewide publication serving the Mississippi real estate profession with timely information on trends and best practices, tools and resources for professional development and news about innovative business and community leaders.



Readership:
7,500 MS REALTORS®, legislators, civic and community leaders

Specifications:
All ads must be in electronic format.

Acceptable file formats:
PDF, JPG, TIFF, EPS, PNG
(GIF files not accepted)

NO MICROSOFT WORD
OR PUBLISHER FILES.

All files must be 300 dpi
or greater.

Color ads must be
CMYK.

Embed fonts when
making a PDF file.

Internet files or logos
pulled from the internet
are unusable.

Real Estate LEADER
magazine is a four-color
publication printed on
coated stock.

Each issue is also
available to view online
at msrealtors.org

www.msrealtors.org



Ad Sizes:

Cover	8.125" x 10.875"	Bleed: 8.25" x 11"
Full Page	7.125" x 9.875"	Bleed: 7.25" x 10"
Half Page Horizontal	7.125" x 4.85"	
Half Page Vertical	3.48" x 9.875"	
Quarter Page Vertical	3.48" x 4.85"	

Ad Deadlines:

Issue	Reserve Ad Space	Ad Materials	Publish Date
Winter 2021	December 13, 2021	December 17, 2021	January 24, 2022
Spring 2021 - Digital	April 4, 2022	April 8, 2022	April 25, 2022
Summer 2021	June 20, 2022	June 24, 2022	July 25, 2022
Fall 2021 - Digital	October 24, 2022	October 28, 2022	November 14, 2022

Advertising Regulations:

All advertising accepted is subject to the approval of the publisher. The advertiser and advertising agency assume liability for entire content of advertisements printed and also assume responsibility for any claims therefrom made against the publisher. Publisher is not responsible for errors in key numbers or other elements of any advertising typeset by the publisher.

A written insertion order is required for any advertisement.

Copy submission is the responsibility of the advertiser and/or advertising agency. No cancellation will be accepted after the closing date for space, and cancellations must be submitted in writing.

Advertisement of last insertion will run if copy is not received by specified closing date; if no previous insertion, client is liable for cost of contracted space not used, and space will be re-allocated at the discretion of the publisher.

No advertisement will be accepted from any non-member individual or organization that directly competes with a Mississippi REALTOR® or with the Mississippi REALTORS®.

Real Estate **LEADER**

2022 Advertising Application Agreement

Ad Request:

Please indicate your request by checking the appropriate box below:

	4x	2x	1x
<input type="checkbox"/> Back Cover	\$1200	\$1245	\$1295
<input type="checkbox"/> Inside Front Cover	\$1100	\$1145	\$1195
<input type="checkbox"/> Inside Back Cover	\$1050	\$1095	\$1145
<input type="checkbox"/> Full Page	\$900	\$945	\$995
<input type="checkbox"/> 1/2 Pg	\$600	\$645	\$695
<input type="checkbox"/> 1/4 Pg	\$400	\$445	\$495

Please indicate which issue(s) in which you would like your advertisement to appear.

Winter (January) Spring (April) Summer (July) Fall (November)

Interested in advertising in our monthly e-newsletter, Real Estate DIGEST?

Distributed to over 9,000 subscribers at the beginning of each month. Your ad includes your logo, a short excerpt, and a link to your website for **\$300 per issue**.

Please indicate how many issues you would like your advertisement to appear in the Real Estate DIGEST e-newsletter.

1x 3x 6x 12x

Payment:

Company Name: _____

Contact: _____

Title: _____

Address: _____

City/State/Zip: _____

Telephone: _____ Email: _____

Advertising Agency (if applicable): _____

Advertising Agency Contact: _____ Telephone: _____

All print advertisers (excluding referral advertisers) will receive a copy of the publication in which their advertisement appeared.

ADVERTISERS ARE REQUIRED TO PAY FOR THEIR ADVERTISEMENTS IN ADVANCE

Amount: \$ _____

Please charge my: VISA MC Discover Am/Ex

Card Number: _____ Exp. Date: _____

My check is enclosed (made payable to the Mississippi REALTORS®)

This application for advertising space represents a commitment to advertise and shall serve as a binding agreement between the parties. Refer to the advertising regulations.

Authorized Signature (required): _____



For more information, contact
Denise McNemar,
MAR's Events &
Development Director
601-932-5241, ext. 46
dmcnemar@msrealtors.org

Mississippi REALTORS®
P.O. Box 321000
Jackson, MS 39232-1000
Toll-free (inside
Mississippi):
800-747-1103
Tel: 601-932-5241
www.msrealtors.org

