

CRS.com • Connect E-newsletter • Sell-a-bration® • The Residential Specialist Magazine • The Residential Specialist Website • Webinars • Local Networking Groups • Live Continuing Education Courses



SPONSORSHIPS & ADVERTISING

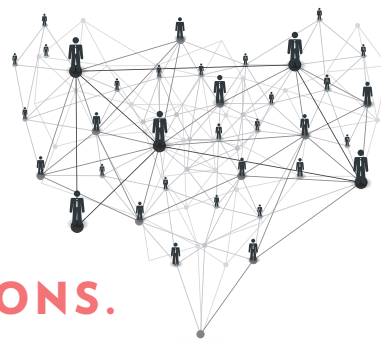
Top-Producing Residential REALTORS® • 28,000 Members in 50 States • 300+ Events and Courses • 300,000 Annual Website Visitors • 1,200+ Conference Attendees

2022 MEDIA KIT

OUR MEMBERS. YOUR AUDIENCE.

REACH THE TOP REAL ESTATE AGENTS IN THE COUNTRY—
AND THE CLIENTS THEY INTERACT WITH EVERY DAY.

The majority of real estate transactions are handled by a small percentage of REALTORS®. At the Residential Real Estate Council, our members are among the top-performing residential REALTORS®. Our Certified Residential Specialist-designated agents (CRSs) sell more, make more and influence more agents and consumers than the average REALTOR® in the U.S.



WIDE REACH. TARGETED CONNECTIONS.

28,000
members in all 50 states

Members can be segmented by geographic area down to the ZIP code

70+%
work for independent companies

51%
are managing brokers or owners

PRODUCTIVE

- ⊕ CRSs handle an average of **32 transactions a year**.
- ⊕ Our members' businesses are growing—**6% increase in median gross sales over the past year**.

AFFLUENT

- ⊕ Gross sales by CRS Designees are **38% higher** than the national average.
- ⊕ The average CRS earns **more than \$163,000** in personal annual income.

INFLUENTIAL

- ⊕ Our **60,000 members and education customers** impact approximately **2.2 million consumers** each year.
- ⊕ Our members are **team leaders and independent agents** who make decisions quickly.
- ⊕ Our members specialize in first-time buyers and sellers (**52%**), relocation (**43%**) and luxury sales (**28%**).

Top REALTORS® interact with the Council every day through:

- ⊕ Engaging email campaigns
 - **Over 20%** open rate
- ⊕ Local courses and events
 - **More than 300** each year
- ⊕ Online education
 - **Tens of thousands** attend our weekly webinars, virtual classes and e-learning
- ⊕ A heavily read magazine
 - **89%** rate it highly
- ⊕ A highly trafficked and interactive website
 - **300,000** visitors annually
- ⊕ National events
 - **More than 1,200** attendees at Sell-a-bration

Sources: 2020 RRC Member Survey, Google Analytics, Adestra analytics and internal data.

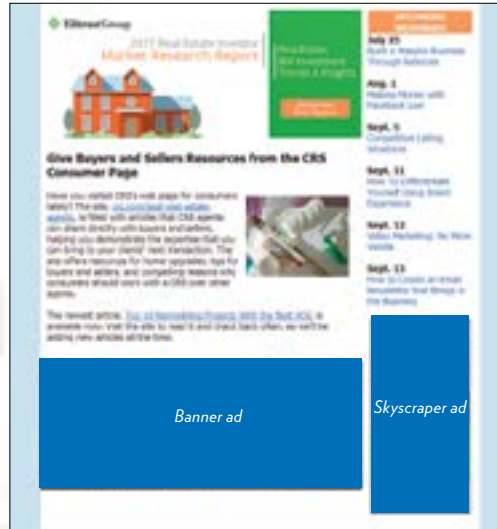
DIGITAL PRODUCTS



Our members are online all the time, wherever they are. They engage with the Council online as they take our courses and attend our webinars, network with other members, find events and read the latest news.

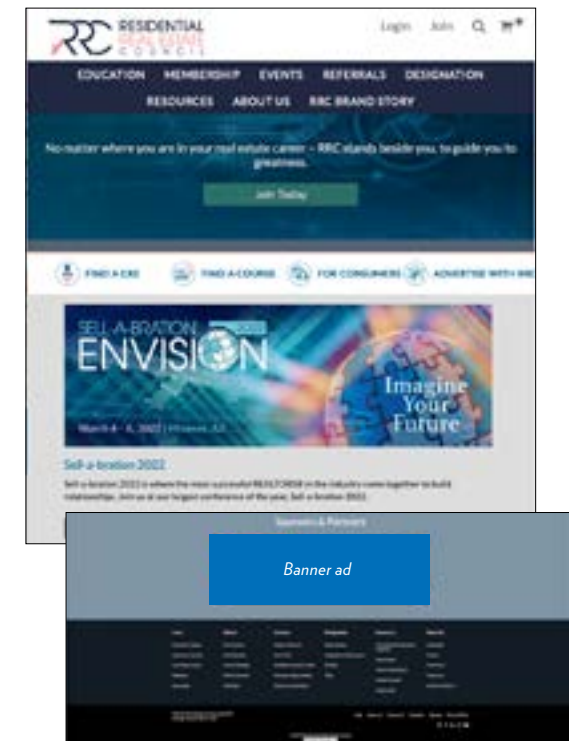
Email Capabilities

Reach our members and education customers directly and effectively by sending a unique email to our list, or be included in one of our weekly emails. Email blasts start at \$5,000 to reach a list with more than 70,000, but there are several options for geotargeted campaigns or inclusion with other messages that can be a fraction of the cost. Inquire for more details.



Valued Vendors

Placement on CRS.com ensures exposure to the largest number of top-producing agents and reinforces your value over a long period of time. Inquire for more details.



We can help you with messaging and design, and provide analytics and feedback. We work with you to reach your goals.

THE MAGAZINE

The Residential Specialist is where our members get new ideas and find products and services to grow their businesses and streamline their operations. The magazine arrives in their mailbox six times a year, and it has a growing online presence.



2018 **Silver Excel Award**



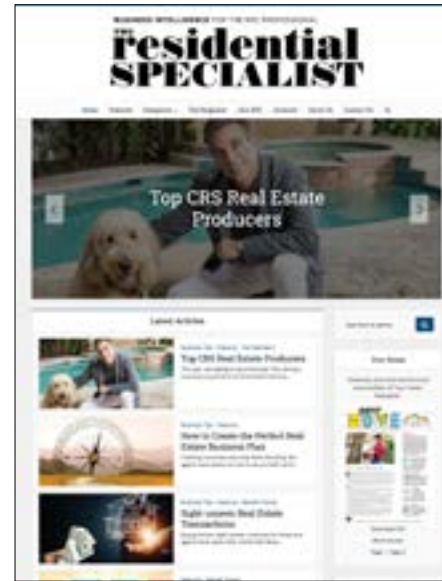
2018 **Platinum Hermes Creative Award**



2021 **Apex Award of Excellence – Magazine Redesign**



2021 **Silver Excel Award – Magazine Redesign**



- ⊕ **99%** of our members read the magazine (**66%** read more than three-quarters of the pages)
- ⊕ **89%** rate it highly (8 or higher out of 10)
- ⊕ **87%** pass the magazine along to others

- The magazine spurs readers to take action:
- ⊕ **54%** researched a product or service
 - ⊕ **50%** instituted or modified a business practice or tactic
 - ⊕ Members sent out information to clients
 - ⊕ Members shared the information at sales meetings
 - ⊕ Members emailed to their agents

Source: TRS Readership Survey, May 2020

Opportunities

The Residential Specialist Magazine

- ⊕ Premium Positions: Inside Front Cover, Inside Back Cover and Back Cover
- ⊕ Full Page, Half Page, Quarter Page ad sizes available
- ⊕ Bellybands, Sticky Notes, Stickers, Onserts, Inserts and more
- ⊕ Materials inserted with the magazine in a polybag can be sent for less than the cost of postage.

trsmag.com

- ⊕ Square, Leaderboard

Partner Content and Advertorials

We know what our members want. We can help you craft your message to create the highest visibility and deepest impact to reinforce the value of your product or service. We know that our vendors are often the experts in their field. By offering that expertise to our members, we create valued partnerships that pay off. (Only one available per issue!)

2022 Themes

- ⊕ **JANUARY/FEBRUARY The Marketing Issue.** Get more business with marketing tips and seasonal campaign ideas for the entire year.
- ⊕ **MAY/JUNE The Green Issue.** Learn how to use eco-friendly aspects of homes to sell to a new generation of buyers.
- ⊕ **SEPTEMBER/OCTOBER The Tech Issue.** The latest and greatest in technology and how it's impacting members' businesses.

Issue Date	Reserve Space	Ads Due
January/February	11/8/21	11/12/21
March/April	1/28/22	2/4/22
May/June	3/9/22	3/15/22
July/August	5/10/22	5/16/22
September/October	7/11/22	7/15/22
November/December*	9/9/21	9/15/21

* Bonus distribution at the NAR Conference & Expo.

	Four-Color Ad Rates		
	1x	3x	6x
Full Page	\$5,340	\$5,020	\$4,640
1/2 Page	\$3,610	\$3,360	\$3,110
1/4 Page	\$2,650	\$2,480	\$2,280
Cover 2	\$6,200	\$5,780	\$5,340
Cover 3	\$5,660	\$5,270	\$4,880
Cover 4	\$6,740	\$6,270	\$5,800

PRINT SPECIFICATIONS

Trim Size: 8.375" x 10.875"	Bleed: 0.125"
Safety from Trim: minimum 0.25"	Binding: Perfect Bound

Print Ad Size	Dimensions (Bleed includes 0.125" on all sides)
Two-Page Spread (bleed)	17" x 11.125" (16.75" x 10.875" + 0.125" bleed on all sides)
Two-Page Spread (non-bleed)	15.75" x 10"
Full Page (bleed)	8.625" x 11.125" (8.375" x 10.875" + 0.125" bleed on all sides)
Full Page (non-bleed)	7.33" x 10"
1/2 Page Horizontal (bleed)	8.625" x 5.4375" (8.375" x 5.1875" + 0.125" bleed on all sides)
1/2 Page Horizontal (non-bleed)	7.33" x 4.75"
1/2 Page Vertical (bleed)	4.375" x 11.125" (4.125" x 10.875" + 0.125" bleed on all sides)
1/2 Page Vertical (non-bleed)	3.375" x 10"
1/4 Page Vertical (bleed)	4.375" x 5.4375" (4.125" x 5.1875" + 0.125" bleed on all sides)
1/4 Page Vertical (non-bleed)	3.375" x 4.75"

Acceptable File Format

Please supply a high-resolution print-ready PDF/X-1a file.	Resolution must be minimum 300 dpi.
View specifications at swop.org or adobe.com (search on PDF/X compliance).	Crop marks and color bars should be outside printable area (0.125" offset).
All fonts must be outlined or embedded.	Only one ad page per PDF document.

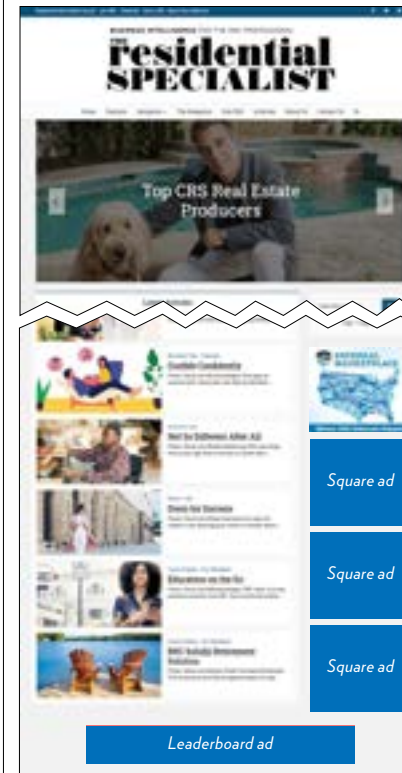
Color ●●●●●

Color ads must use CMYK process color format only.	Ink density not to exceed 300%.	All colors must be converted to CMYK process color format. No RGB, LAB, Pantone or Spot colors will be accepted.	Black text 12 pt. or smaller—black only. (C=0%, M=0%, Y=0%, K=100%)
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DIGITAL SPECIFICATIONS

Website Advertising on trsmag.com

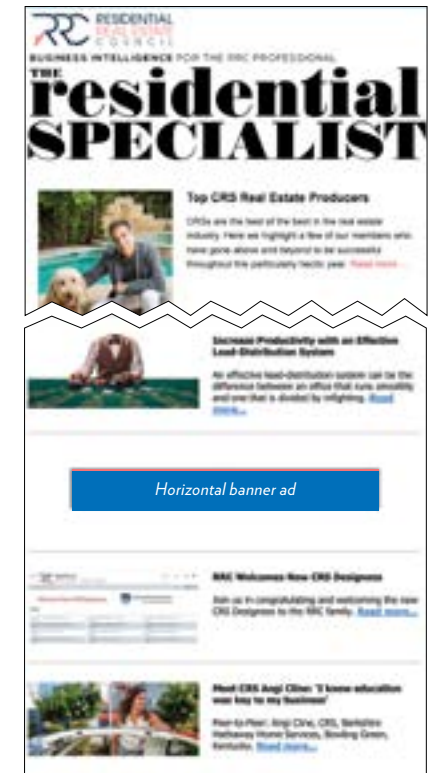
Web Ad Size	
Leaderboard	728px x 90px
Square	300px x 250px



The Residential Specialist e-Newsletter Advertising

Note: Frequency of TRS e-Newsletter blast is 6x per year.

e-Newsletter Ad Size	
Horizontal Banner	468px x 60px



File Requirements for Web and e-Newsletter Ads

- ⊕ RGB color format
 - ⊕ Resolution must be 72 pixels per inch (ppi)
 - ⊕ Acceptable file formats: JPG, PNG, GIF
 - ⊕ Maximum file size is 40kb
 - ⊕ Click tags OK
- Note:** Include one URL link for each digital ad submitted.

COURSES AND EVENTS



Education

Our education is the best the industry has to offer. It has been the blueprint for real estate training for more than 40 years.

This year, the three-day *Sell-a-bration Envision* event will be held in-person from **Mar. 4-6 at the Arizona Grand Resort and Spa in Phoenix.**

Events

Even the elite assemble with the best: Council events are where they gather. Our partners and vendors can speak directly with the most influential members in residential real estate. Create leads, develop a dedicated audience and bring your brand to life.



Live and Online Courses

Sponsor a course and get your name in front of our most engaged members. Talk directly with them during lunch, and pass out printed materials.



Webinars

Two opportunities to reach a rapidly growing audience of successful agents invested in their careers.

- ⊕ Sponsor a webinar (only one available per month) for \$2,500.
- ⊕ Create the content for a webinar, and present to our members (only one available per quarter) for \$5,000.



Local Networking Groups

Sponsor a happy hour and get involved with leaders in your local market.

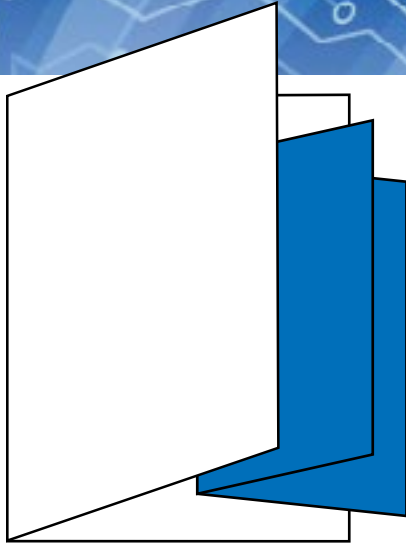


Sell-a-bration

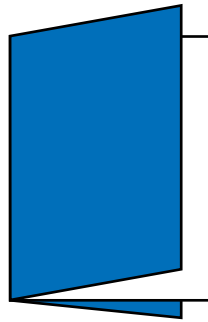
Our marquee event brings REALTORS® together from across the nation for a day of education and networking. The event offers unparalleled access to the top 3% of real estate influencers.

There are countless ways to get involved with Sell-a-bration, including exhibits, distributing material and advertising in the program guides. Contact bd@crs.com (see info below) to explore dozens of opportunities.

PRINT ADVERTISING ENHANCEMENTS



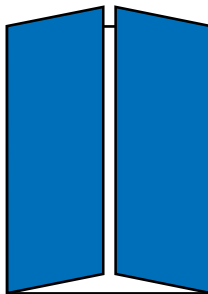
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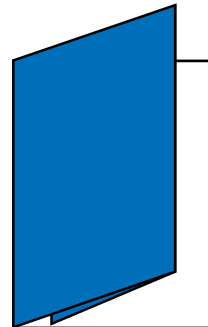
Cover Wrap



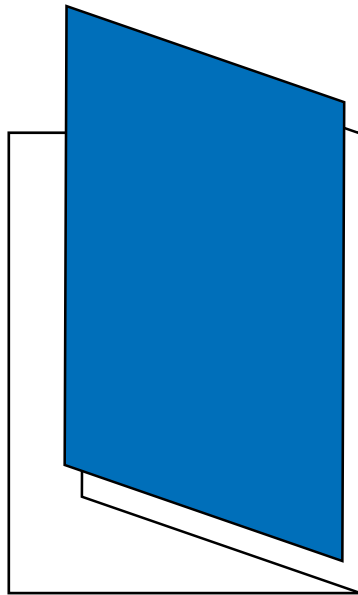
Bellyband



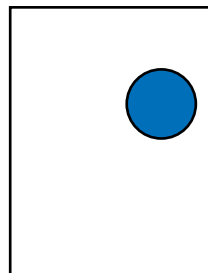
French Door



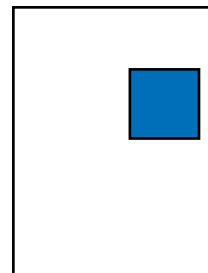
Gatefold



Onsert



Sticker



Sticky Note

THE RIGHT AUDIENCE. THE RIGHT DEAL.

We are creative, open-minded, flexible and fast. Tell us what you need, and we will develop a program or a package for you.

The Residential Specialist:

Insert your ad or pre-printed brochure into RRC's award-winning magazine, *The Residential Specialist*, or mail your flyer inside a polybag with the magazine. Mail to all 28,000 members or reach only the REALTORS® in your market by specifying the ZIP codes you want to target. **Take advantage of the postage RRC is already paying to distribute the magazine and include your insert or onsert for only \$0.16 to \$0.28 per piece—less than the cost of mailing it directly through the USPS.** Ship your materials to our printer, or we'll provide you with a competitive quote to print your piece in-house, including a variety of print formats and options.

Mailing your print product with *The Residential Specialist* ensures wide exposure to an exclusive group of high-performing REALTORS®:

- ⊕ REALTORS® with a CRS Designation are among the nation's top agents, with triple the number of transactions of the average REALTOR®.
- ⊕ 99% of members read *The Residential Specialist*.
- ⊕ 54% of readers researched a product or service that was written about in *The Residential Specialist*.
- ⊕ 50% of readers instituted or modified a business practice or tactic that was written about in *The Residential Specialist*.
- ⊕ Your brochure/flyer cannot be easily discarded since it is in the polybag along with the magazine that members plan to read.



Sponsored Webinar



Sponsored Course

Other ways to advertise to CRS members:

- ⊕ Sponsor local courses and speak to our members, then reinforce your value with a follow-up email.
- ⊕ Sponsor a webinar for top agents from around the nation.

**Bring your ideas to us at
312.321.4443 or bd@crs.com.**



crs.com
430 North Michigan Ave.,
Suite 400,
Chicago, IL 60611-4092
trsmag.com



For information about Residential Real Estate Council advertising and sponsorship opportunities, contact us at **312.321.4443** or **bd@crs.com**.