MASSACHUSETTS ASSOCIATION OF REALTORS®

www.marealtor.com

Advertising Rates

STANDARD DISPLAY ADVERTISING RATES

Size	Mechanical Specifications	1–2 Times (B&W)	3–6 Times (B&W)	1–6 Times *(4-Color Inside Pages)*
Full Page	7 1/2"w x 10"D	$1,970	$1,850	$2,200
Full Page Bleed	8 1/4"w x 10 3/4"D	$2,166	$2,033	$2,420
1/2 Page	7"w x 4 7/16"D	$1,320	$1,185	$1,760
1/2 Page Bleed	8 1/4"w x 5 5/16"D	$1,450	$1,300	$1,940
1/3 Page	4 9/16"w x 4 7/16"D	$825	$770	$1,450
1/4 Page	3 3/8"w x 4 7/16"D	$715	$630	$1,190
1/6 Page	2 3/16"w x 4 7/16"D	$550	$520	
1/8 Page	3 3/8"w x 2 3/8"D	$420	$400	

Note: Spreads and full pages may bleed. 1/2 page horizontals may bleed three sides only.

COVERS AND SPECIAL POSITIONS *(4-Color Only for Cover Positions)*

Size	Mechanical Specifications	1–2 Times	3–6 Times
Center Spread	15 1/2"w x 10"D	$4,200	$4,100
Center Spread Bleed	16 1/4"w x 10 3/4"D	$4,200	$4,100
Inside Front Cover	7 1/2"w x 10"D	$2,600	$2,500
Inside Back Cover	7 1/2"w x 10"D	$2,600	$2,500
Back Cover	7 1/2"w x 10"D	$3,000	$2,900
Page One	7 1/2"w x 10"D	$2,500	$2,450
P/O* Table of Contents	7 1/2"w x 10"D	$2,500	$2,450
P/O President's Column	7 1/2"w x 10"D	$2,500	$2,450
P/O Legal Hotline	7 1/2"w x 10"D	$2,500	$2,450
P/O Licensing Law	7 1/2"w x 10"D	$2,500	$2,450
P/O Professional Development	7 1/2"w x 10"D	$2,500	$2,450

**Page Opposite*

Production Note: When using the word REALTOR® or REALTORS® in any advertising copy, please make sure to use all caps and include the registered service mark (®).

Other guaranteed positions: additional 10% of B&W rate.

Terms and Rates are subject to change without notice.

Classifed Advertising is available. For more information, contact Julie Lewis at 508-612-4841.

All rates are effective January 1, 2011.

First-time advertisers who place a single insertion order in *Bay State REALTOR®* magazine shall be required to make full payment in advance of the ad appearing in the magazine.