

NAPLES REALTOR®

NAPLES AREA BOARD OF REALTORS® MAGAZINE
Q4 2022

IT'S IN YOUR HANDS

Your business is NABOR®'s business



Winner of two
2022 Florida Magazine
Association Charlie Awards
for Writing and Design



 **NABOR**
NAPLES AREA BOARD OF REALTORS®

WELCOME

NAPLES REALTOR® MAGAZINE IS AN INDUSTRY PUBLICATION

with a local focus providing important information to NABOR® members who are real estate professionals including brokers, salespersons, appraisers, property managers, and affiliates in one of the fastest-growing markets in the nation.

Naples REALTOR® delivers current information including technology trends, promotional strategies, selling skills, motivational techniques and product reviews. Naples REALTOR® also covers the effects of legal and regulatory issues on Florida real estate professionals as well as information needed to enhance their professionalism.

TARGETED DISTRIBUTION OF 9,000+

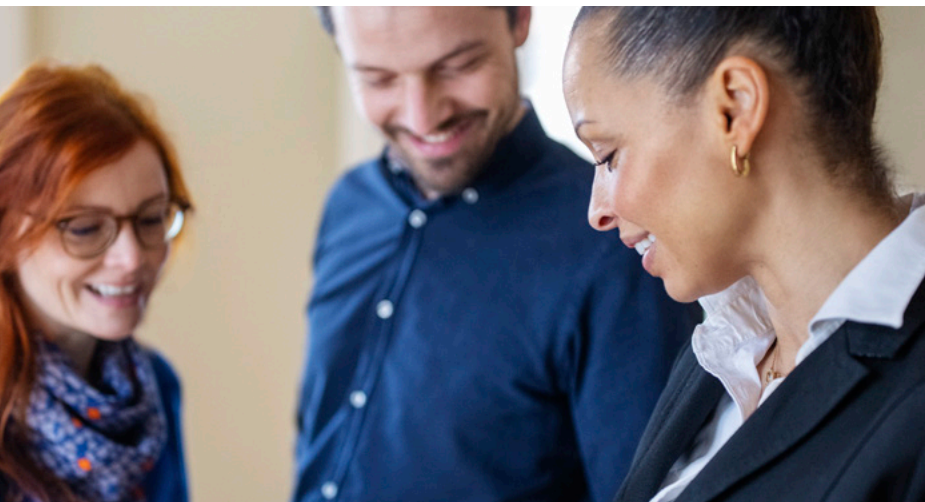
Quarterly in January, April, July and October 2024

- + Mailed to more than 8,800 NABOR® REALTORS® and Allied and Affiliate members who are real estate professionals
- + On-site distribution at NABOR®
- + NABOR® events
- + High-visibility at 1,134 real estate offices

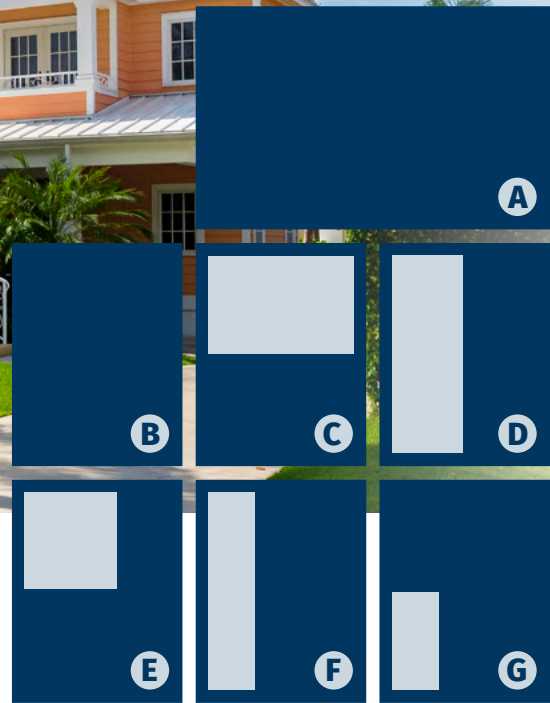
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Advertising in Naples REALTOR® has proven to be a cornerstone of our marketing strategy to reach our customers in the most effective way possible. If you want to reach realtors in Naples, you should have Naples REALTOR® as part of your overall plan.

- Kathy Miller, The Ronto Group



AD SPECS & RATES



2023 ADVERTISING RATES

Rates

Frequency	1x	4x
Spread	\$2,745	\$2,126
Full page	\$1,906	\$1,418
Half-Page	\$1,129	\$856
One-Third	\$756	\$578
One-Sixth	\$478	\$362

Premium Positions & Ad Rates

Frequency	1x	4x
Back cover	N/A	\$2,011
Inside cover	\$2,378	\$1,698
4-Page insert	\$4,620	\$3,780

+ Special advertising opportunities upon request

+ Guaranteed placement premium 10%

+ NABOR® member discount 10%

ADVERTISING DEADLINES

ISSUE	JAN 2024	APR 2024	JUL 2024	OCT 2024
SPACE CLOSE	11/29/23	2/27/24	5/21/24	8/27/24
MATERIALS DUE	12/7/23	3/6/24	5/30/24	9/5/24

AD SIZES

	Ad Size	Trim	Bleed
A	2-Page Spread	18" x 10.875"	18.25" x 11.125"
B	Full Page	9" x 10.875"	9.25" x 11.125"
C	1/2 Page Horiz.	7.75" x 4.75"	—
D	1/2 Page Vert.	3.75" x 9.75"	—
E	1/3 Page Square	4.75" x 4.75"	—
F	1/3 Page Vert.	2.125" x 9.75"	—
G	1/6 Vert.	2.5" x 4.7"	—



8800+ Members Strong

Distributed quarterly in print via direct mail as well as online with the digital version available on nabor.com/news/naples-realtor-magazine/

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NABOR® MAGAZINE ADVERTISING POLICY

- + All advertising in the NABOR® magazine is subject to approval by the Naples Area Board of REALTORS®. NABOR® reserves the right to reject or cancel any advertisement deemed inappropriate for the publication and refund money paid for that advertisement. Advertiser acknowledges and agrees that NABOR® reserves and has the right to reject or cancel any advertisement for any reason that NABOR® determines to be good and sufficient cause.
- + The publication of any advertisement of a product, service or education idea is not in any way to be construed as the approval, guarantee or endorsement of NABOR® or such product, service or idea, and NABOR® reserves the right to affirm such fact in the publication.
- + REALTOR® is a federally registered collective membership mark which identifies a real estate professional who is a member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to its strict Code of Ethics.

Naples Area Board of REALTORS®

(239) 597-1666

NABOR.COM