

# 2023

## MEDIA KIT



### GCAR CAN HELP YOU GROW YOUR BUSINESS.

Advertising directly to REALTORS® is the key to creating lasting relationships with them and their endless stream of potential clients. We can help you reach our audience of more than 3,800 local real estate professionals and/or thousands of consumers looking to buy or sell a home. Our audiences are a great source of new business for you and a great source of referral business too.

#### REALTORS® are looking for:

- Financial assistance and mortgage brokers
- Technology
- Contact management
- Insurance
- Home and auto maintenance
- Home staging and advertising
- Legal services

Greater Capital Association of REALTORS®  
449 New Karner Rd  
Albany, NY 12205  
518-464-0191  
GCAR.com

#### MEET OUR MEMBERSHIP

REALTOR® Members: 3700

#### OUR REACH



2,600 Followers



857 Followers



E-newsletters are sent  
to 3,800+ people.  
Open rate: 49%



# ACROSS THE ASSOCIATION MAGAZINE

## ADVERTISING RATES

Full Page	1/2 Page	1/3 Page
\$500/issue	\$300/issue	\$200/issue

### Included with your ad:

- Interactive digital magazine
- Interactive PDF download
- Live links in all ads
- FREE ad design
- Archived at [www.gcar.com/ata](http://www.gcar.com/ata)
- Logo in distribution email
- Logo on blog ([www.gcar.com/blog](http://www.gcar.com/blog))

## AD DIMENSIONS

Full Page 7.25" x 9.75"	1/2 Page 7.25" x 4.75"
	1/3 Page 7.25" x 3.15"

## ARTWORK REQUIREMENTS

- We prefer the following formats:
  - Adobe InDesign, Adobe Illustrator, Adobe Photoshop TIFF, EPS or PDF
- Files from other software applications or computer platforms that create a high-resolution TIFF, EPS, or PDF file with embedded fonts and graphics also work.
- We cannot open MS Publisher files.
- Image resolution should be 300 dots per inch (dpi).



## CIRCULATION

- Interactive digital magazine emailed to 3,700 members. Open rate: 48.5%
- Print copy mailed to 800 local real estate offices

Issue	Ad Deadline	Publish Date
Jan/Feb	Jan 13	Late January
Mar/Apr	Mar 3	Mid-March
May/Jun	May 5	Mid-May
Jul/Aug	Jun 30	Mid-July
Sep/Oct	Sep 1	Mid-September
Nov/Dec	Nov 3	Mid-November



# DIGITAL ADVERTISING OPPORTUNITIES

## MAGAZINE

Be the sole sponsor of the email announcing the availability of the magazine.

Open Rate: 48.5%

Ad size: 650 x 220

**Ad Rate: \$200/issue**

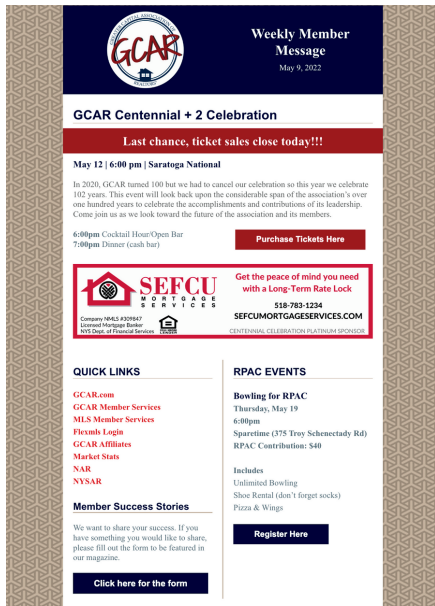


You will find many great articles in the digital edition, including:

- President's Message
- Legislative Update
- Homebuyer Contract Cancellation on the Rise
- How to Discuss Compensation with Your Clients
- GCAR Trade Show Recap
- GCAR Affiliates
- New GCAR Members
- RPAC Investors

[Read It Here](#)

This issue of Across the Association is made possible by:



## WEEKLY MEMBER MESSAGE

Email newsletter sent to all members every Monday morning.

Open Rate: 50%

Ad size: 650 x 220

**Ad Rate: \$200/issue**



## MONTHLY EDUCATION NEWSLETTER

Email newsletter sent to all members during the last week of each month to announce the following month's education schedule.

Open Rate: 47%

Ad size: 650 x 220

**Ad Rate: \$200/issue**

## GCAR.COM HOMEPAGE TILE

Get your message in front of visitors to GCAR.com.

Unique Pageviews: 13,550 average per month

Ad size: 300 x 250

**Ad Rate: \$200/month**

