

NAPLES REALTOR®

NAPLES AREA BOARD OF REALTORS® MAGAZINE
Q1 2022



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 7,800+

Quarterly in January, April, July and October 2022/23

- + Mailed to more than 7,000 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



2022 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

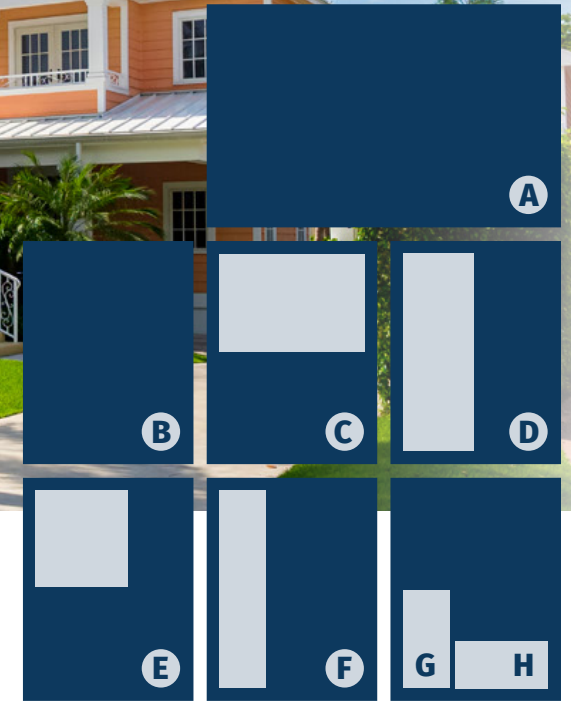
Frequency	1x	4x
Back cover	N/A	\$2,011
Inside cover	\$2,378	\$1,698
4-Page insert	\$4,620	\$3,780

- + Special advertising opportunities upon request
- + Guaranteed placement premium 10%
- + NABOR® member discount 10%

ADVERTISING DEADLINES

ISSUE	APR 2022	JUL 2022	OCT 2022	JAN 2023
SPACE CLOSE	3/2/22	5/25/22	8/25/22	11/18/22
MATERIALS DUE	3/10/22	6/3/22	9/2/22	11/30/22

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"	—



7800+ 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.



**Naples Area
Board of Realtors®**
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NABOR.COM