

# 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 8,000+

Quarterly in January, April, July and  
October 2023

- + Mailed to more than 8,000  
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

# “

*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

+ Special advertising opportunities upon request

+ Guaranteed placement premium 10%

+ NABOR® member discount 10%

## ADVERTISING DEADLINES

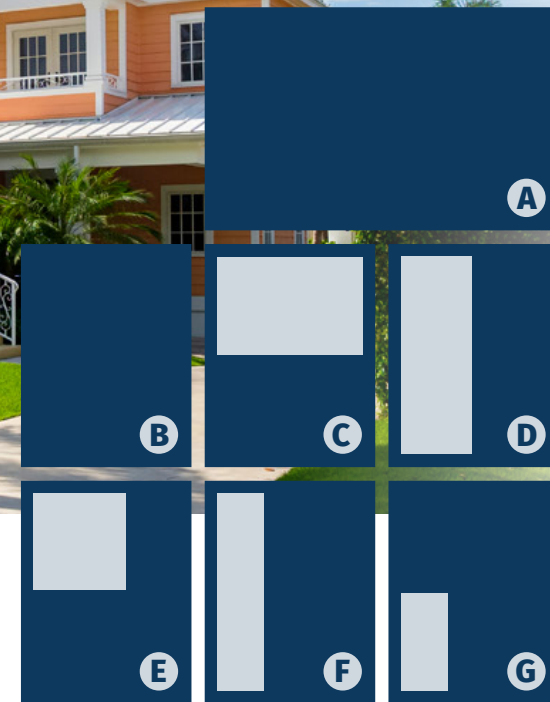
ISSUE	APR 2023	JUL 2023	OCT 2023	JAN 2023
SPACE CLOSE	2/27/23	5/25/22	8/25/23	11/18/22
MATERIALS DUE	3/7/23	6/3/22	9/5/23	11/30/22

### 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

## AD SIZES

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







## 8000+ 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/](http://nabor.com/news/naples-realtor-magazine/)

### POINTS OF CONTACT

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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