



The Official Publication of the South Metro Denver REALTOR® Association

6436 SOUTH RACINE CIRCLE • CENTENNIAL, CO • 80111 • SMDRA.COM

CIRCULATION

13,677

REALTORS®
REAL ESTATE
RELATED PROS

SENT WEEKLY
EVERY FRIDAY
9AM

OPEN RATE RANGES

44-51%

CURRENT INDUSTRY
STANDARDS ARE 14-25%

ONLY

9

EXCLUSIVE SPOTS!
4 RESERVED FOR
SMDRA CORP. SPONSOR

CLICK THRU RATE RANGES

12-26%

CURRENT INDUSTRY
STANDARDS ARE 3.0%

ABOUT SMDRA

The South Metro Denver REALTOR® Association, abbreviated SMDRA, is a professional organization for real estate professionals who sell real property and businesses that work in the real estate industry. SMDRA provides a variety of services to its members including education and professional development, legislative representation, networking opportunities, access to tools and resources, as well as membership in the Colorado Association of REALTORS® (CAR) and the National Association of REALTORS® (NAR). SMDRA is the second largest local real estate association in Colorado.

AFFILIATE SPONSOR AD SIZES

Only 9 Exclusive Spots!

- 1 - Premier Banner Ad – 1650 pixels x 330 pixels - 300dpi
- 2 - Regular Banners
- 6 - Square Ads - 650 pixels x 650 pixels - 300dpi

ADVERTISING DETAILS

- Advertiser MUST SUPPLY their own completed ad and link to website/landing page offer
- 3 Tiers of Pricing - Premier, Top-Level and Lower-Level
- Ads on a 1st come, 1st served basis
- Minimum quarterly (3 month) commitment
 - Winter – January, February, March
 - Summer – July, August, September
 - Spring – April, May, June
 - Fall – October, November, December

RATES FOR ADVERTISING

- Premier Advertising Section (positioned below the Featured Article)
 - Banner Ad – \$150/week or \$600/month for a total of \$1800 for the quarter
- Top Advertising Section (positioned below the Next Week @ SMDRA Section)
 - Square Ad – \$62.50/week or \$250/month for a total of \$750 for the quarter
 - Banner Ad – \$100/week or \$400/month for a total of \$1200 for the quarter
- Lower Advertising Section (positioned below the REALTOR® Report Section)
 - Square Ad – Reserved for SMDRA Gold Level Corporate Sponsors
 - Banner Ad – Reserved for SMDRA Platinum Level Corporate Sponsors



INTERESTED IN ADVERTISING?

Teri Virbickis • Marketing Communications
303-895-3373 • teri@smdra.com



SMDRA SCOOP ADVERTISING RATES & DISCOUNTS

ITEM	QUARTERLY 3 MOS IN ADVANCE (NO DISCOUNT)	SEMI-ANNUALLY 6 MOS IN ADVANCE (10% DISCOUNT)	ANNUALLY 12 MOS IN ADVANCE (15% DISCOUNT)
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PREMIUM BANNER ADVERTISEMENT			
PREMIUM BANNER - 1 AVAILABLE	\$1800 (REGULAR PRICE)	\$3240 (\$3600 REGULAR PRICE)	\$6120 (\$7200 REGULAR PRICE)

TOP ADVERTISING SECTION			
TOP SQUARE AD - 3 AVAILABLE	\$750 (REGULAR PRICE)	\$1350 (\$1500 REGULAR PRICE)	\$2550 (\$3000 REGULAR PRICE)
TOP BANNER AD - 1 AVAILABLE	\$1200 (REGULAR PRICE)	\$2160 (\$2400 REGULAR PRICE)	\$4080 (\$4800 REGULAR PRICE)

LOWER ADVERTISING SECTION – RESERVED FOR SMDRA CORPORATE SPONSORS			
LOWER SQUARE - 3 AVAILABLE RESERVED FOR GOLD SPONSOR LEVEL	\$600 (REGULAR PRICE)	\$1080 (\$1200 REGULAR PRICE)	\$2040 (\$2400 REGULAR PRICE)
LOWER BANNER - 1 AVAILABLE RESERVED FOR PLATINUM SPONSOR LEVEL	\$1050 (REGULAR PRICE)	\$1890 (\$2100 REGULAR PRICE)	\$3570 (\$4200 REGULAR PRICE)

ADDITIONAL INFORMATION
<ul style="list-style-type: none"> • ADS PAID IN FULL – Before your ad runs in the SMDRA Scoop Weekly Newsletter, your Advertisement Invoice must be PAID IN FULL. No payment plans available or will be offered. • CHANGING YOUR AD – You have creative freedom to change your advertisement/link, when ever you like. • DID YOU KNOW – Your advertisement cost maybe tax deductible, check with your CPA or tax professional.