

# Real Estate Marketing **Done Right!**

The Realty Press offers a complete nuts to bolts advertising solution. We maximize your listings exposure by utilizing our cutting edge website, offering a free to the public monthly magazine, sending out monthly email blasts, and we also direct mail our publication to newly listed MLS listings. Our goal is to offer above average advertising while keeping in mind the budget of an average agent. Below is our strategy to promote your business.

## Online Strategy

- Listings are advertised on TheRealtyPress.com.
- The Realty Press uses the power of social media to promote your listings. Facebook & Twitter are primarily used to get the word out about your listings.
- The Realty Press Magazine is converted into an online interactive flip book that is emailed monthly to our growing list of subscribers and advertisers.
- In addition to our partner websites we promote your listings to our own proprietary network of local websites.

## Direct Mail Strategy

- Home Owners of Advertised Properties
- Just listed MLS listings
- Local Chamber of Commerce for relocation packages
- We mail The Realty Press print publication monthly to:  
*New London, Wilmot, Newbury, Sunapee, Springfield, Bradford, Grantham, North Sutton, Enfield, Georges Mills and Elkins.*

## Print Strategy

- We print a full color glossy free to the public Real Estate, Home Improvement, & Rental publication that is distributed to high traffic locations throughout your market area.
- Our magazine receives preferred placement in many locations because of its size & quality.
- Our monthly print publication is not just for prospective home buyers, we also attract potential renters as well as current home owners seeking home improvement related services.

## Distribution Strategy

- The Realty Press takes distribution seriously. We only distribute our magazine to high traffic locations that allow our display racks.
- Distribution points are restocked on a weekly basis by our route managers.
- Our magazines are placed in grocery stores, restaurants, coffee shops, and other high traffic locations.

## Magazine Advertising Rates

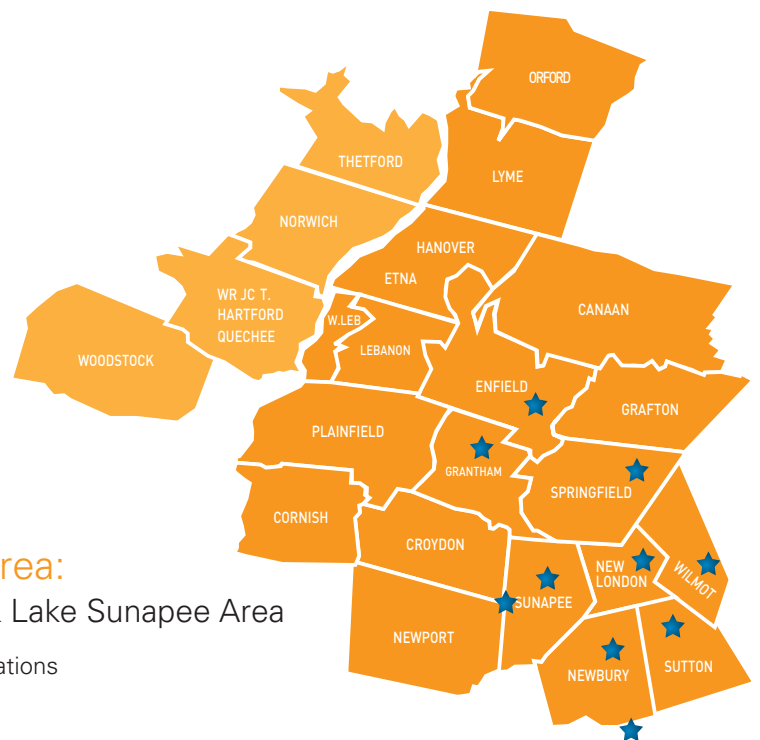
	Monthly	Contracted
Full Page (12 Listings)	\$550.00	\$475.00
1/2 Page (6 Listings)	\$400.00	\$325.00
1/4 Page (2 Listings)	\$325.00	\$250.00
Single/Rental Listing (1 Listings)	\$200.00	\$125.00
Business Card Listing	\$200.00	\$125.00

## Online Advertising Rates

Ad Type	Monthly
Business Banner Ad	\$150.00
Featured Agent Ad	\$150.00

## Additional Services

- Graphic design is billed at \$65.00 per hour with a one hour minimum.
- Flash banner advertisements can be created for \$150.00
- HTML banner advertisements can be created for \$100.00
- HD Virtual Tour Video - \$100.00 each, \$600.00 for 10
- Reprints - \$225.00 for 150, \$500.00 for 500, \$700.00 for 1000
- Direct Mail Services Available



Coverage Area:  
 Upper Valley & Lake Sunapee Area

★ Direct Mail Locations