



2020

Media, Content,
Lead Generation
& Event Networking
Overview



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- Available for ALL products listed above			
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THE POWER OF EFFECTIVE ENGAGEMENT

Since 1980, RISMedia has been providing the real estate industry with strategic business development information, real estate best practices, pertinent news, research and market analysis on the trends and issues affecting residential real estate. Leveraging our reputation as thought leaders in the industry, we offer a targeted, effective way to communicate your message to the leaders in residential real estate and the decision-makers who have the authority to purchase your products or services.

About RISMedia

RISMedia is recognized as a leading provider of the most relevant and up-to-date information related to the residential real estate market. Top real estate professionals and organizations rely on our content to keep them informed and educated about the latest trends and developments to help guide their most important business strategies and decisions. Through integrated print, online and face-to-face marketing initiatives, we reach and consistently engage an industry audience of 350,000-plus practitioners, resulting in long-term relationships.

OUR AUDIENCE

RISMedia's print and online content reach a vast array of residential real estate professionals and associations, including:

- Leading Real Estate Brands
- Trusted Product & Service Firms
- Prominent Power Brokers
- Top-Producing Agents
- MLSs, Boards & Associations

PREMIUM EDITORIAL & ADVERTISING/BRANDING

- Specialty Advertising & Promotion
- Specialty e-Newsletters
- Specialty Publishing

ANNUAL CAMPAIGN PROMOTIONS

- RISMedia's Newsmakers Annual Campaign Promotion
- RISMedia's Power Broker Annual Campaign Promotion

LEAD GENERATION

- RISMedia's Webinar Series
- Interstitial Advertisements

EVENT NETWORKING SOLUTIONS

- RISMedia's Real Estate Newsmakers Reception & Dinner
- RISMedia's Real Estate CEO Exchange
- RISMedia's Power Broker Reception & Dinner at NAR Annual

CONTENT ENGAGEMENT SOLUTIONS

- RISMedia's Content Solutions
- Automated Content Engagement System

OUR INTEGRATED APPROACH

EDITORIAL

- RISMedia's Real Estate Magazine
- RISMedia.com
- RISMedia Daily e-News

ADVERTISING & BRANDING

- RISMedia's Real Estate Magazine (Print & Digital)
- RISMedia's Daily e-News
- RISMedia.com & RISMedia HouseCall/Blog (Online)

PARTIAL CLIENT LIST

RISMedia's primary business relationships with the nation's leading purveyors of residential real estate products and services:



RISMEDIA READERSHIP PROFILE - REAL ESTATE BROKER & AGENT DEMOGRAPHICS

RISMEDIA'S TOTAL REACH/DISTRIBUTION

Real Estate Brokerage Firms	55,052	
Real Estate Sales Professionals (Agents)	311,956	
Total Reach	367,008	
	Print	Digital
RISMedia's Real Estate Magazine (Print/Digital)	45,000	327,336
RISMedia's Daily e-News	N/A	365,741

REAL ESTATE BROKERAGE FIRMS

Total Residential Real Estate Firms 55,052

Firms/Offices

Single-Office, Two-Person Firms	42,940	78%
Four (4) or More Offices	5,505	10%
Other	6,606	12%

Affiliation

Independent, Non-Franchised	46,244	84%
Franchised	8,808	16%

Geographic Market Area of Firm

Nationwide	550	1%
Multi-State Area	2,753	5%
Resort/Recreation Area	3,854	7%
Rural Area/Small Town	15,965	29%
Metropolitan Area or Region	31,930	58%

REAL ESTATE AGENTS

Total NAR Members	290,224	93.04%
Total Non-NAR/Other	21,712	6.96%
Total Licensed Real Estate Agents	311,956	100%

Age

18-24	9,983	3.20%
25-34	54,124	17.35%
35-44	65,792	21.09%
45-54	68,568	21.98%
55-64	67,726	21.71%
65+	45,764	14.67%
Total	311,956	100%

Gender

Male	132,269	42.4%
Female	179,687	57.6%

Agent Homeownership

Own Home, Co-Op or Condo	252,684	81%
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Affiliation

Affiliated With an Independent Firm	177,815	57%
Affiliated With a Brand (Franchise)	134,141	43%

Status

Independent Contractor	246,445	79%
Employee	18,717	6%
Other	46,793	15%
Full- vs. Part-Time	240,207	77%

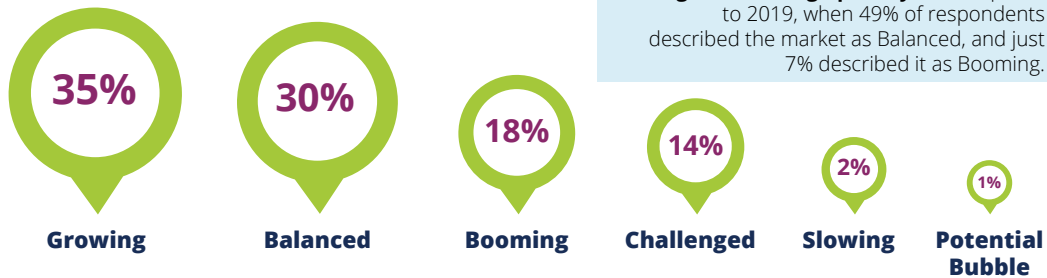
2020 RISMEDIA POWER BROKER TOTALS

Agents	542,326
Offices	9,255
Transactions	3,985,613
Sales Volume.....	\$1,491,869,249,084

RISMEDIA POWER BROKER 'SNAPSHOT'

THE MARKET

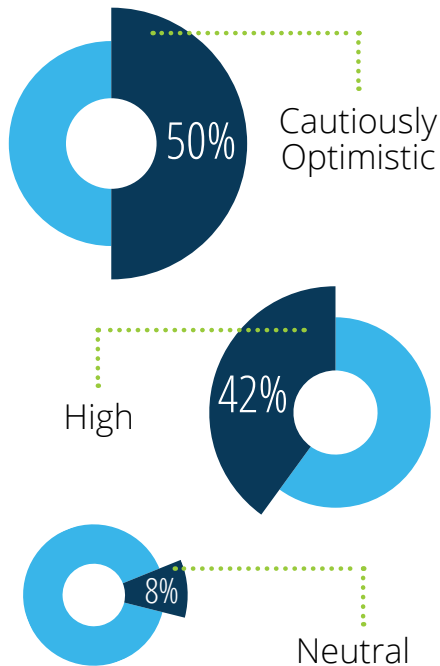
Power Brokers describe the market as:



YEAR-OVER-YEAR INSIGHTS:
Things are looking up this year compared to 2019, when 49% of respondents described the market as Balanced, and just 7% described it as Booming.

THE CONFIDENCE LEVEL

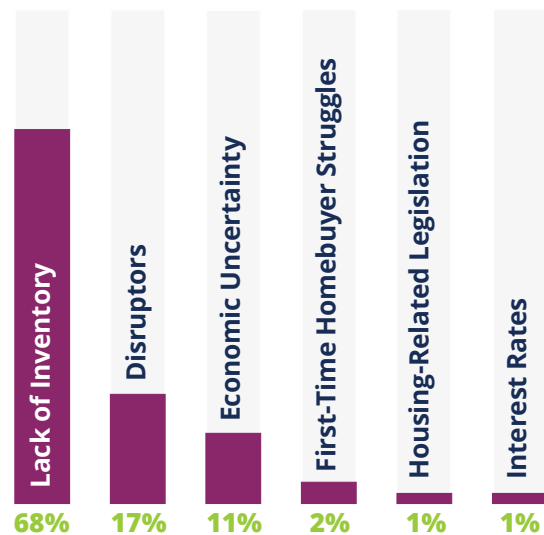
Power Brokers describe their confidence in the market as:



YEAR-OVER-YEAR INSIGHTS:
 A bit **more positivity** is evidenced this year than in 2019, when 30% described their confidence level as High, compared to this year's 42%.

THE CHALLENGES

Power Brokers report that the biggest challenges to business are:



YEAR-OVER-YEAR INSIGHTS:
 A **lack of inventory tops the list for the third year in a row**—and this year, more brokers are concerned: In 2019, 49% of respondents reported the inventory dearth as the No. 1 challenge, compared to this year's 68%.

RISMedia's Real Estate Magazine

RISMedia's Real Estate Magazine is the only national, independent magazine specializing in the residential real estate industry. Dedicated editorial coverage of your company provides invaluable third-party endorsement of your products, services and company message.

Cover Story

- The main editorial focus of a given issue
- Comprised of the front cover and a five-page story within the magazine
- For an example of a cover story, go to <https://bit.ly/2qiTsnx>.



RISMedia's Real Estate Magazine Cover Story

Feature Story

- An in-depth look at your company's products and services, including interviews with company executives, clients, etc.
- For an example of a feature story, go to <https://bit.ly/2XrAtmC>.

Commentary/Column

- Voice your opinion on a pertinent industry topic and/or provide strategic business development tips
- For an example of a commentary/column, go to <https://bit.ly/204Q4pr>.

Client/Broker Spotlight

- RISMedia editors interview a client or partner of your choice
- Focused on the client's experience with your firm
- Highlights how the client has implemented your products/services to build business
- For an example of a client/broker spotlight, go to <https://bit.ly/2DdXLmX>.

Company Spotlight

- Provides the opportunity to promote your firm's products and/or services
- For an example of a company spotlight, go to <https://bit.ly/2XMdcvZ>.



RISMedia's Real Estate Magazine Feature Story



RISMedia's Real Estate Magazine Commentary/Column

RISMedia.com & RISMedia's Daily e-News

RISMedia.com

- Over 20,000 pages of business development strategies, industry news and trends for residential real estate professionals and related fields
- Offers consumer news, trends and industry best practices, as well as RSS feeds that can populate your website with relevant and engaging news

RISMedia's Daily e-News

- High-level, business-building information, industry news and trends, best practices articles and detailed “how-to” insights delivered to our full audience of over 350,000+ industry professionals around the U.S.
- Positions your company as an industry expert by providing takeaway strategies, how-tos or best practices that real estate professionals can implement to grow their business
 - Emailed seven (7) days per week
 - For an example of the Daily e-News, go to <https://bit.ly/2xgqtAB>.

All dedicated magazine editorial* will be featured in our Daily e-News and on RISMedia.com during the month it runs in the print and digital magazine. These include:

- Cover Story
- Feature Story
- Commentary/Column
- Client/Broker Spotlight
- Company Spotlight

Business Development Tip

- Company positioned as industry expert by providing take-away strategies, how-tos or best practices that real estate professionals can implement to grow their business. (500 – 600 words)

Press Releases

- Submit newsworthy press releases, such as executive appointments, mergers/acquisitions, product announcements, awards and achievements, etc., for inclusion in RISMedia's Daily e-News and online at RISMedia.com.

*See page 4 for print editorial details.

RISMedia's Daily e-News is also available for distribution to your network members (via email):

- **Co-branded:** This version of the e-Newsletter is emailed to your distribution list daily, complete with your company/brand logo and links to your website.
- **Private-labeled:** This is a customizable version of the e-Newsletter that allows your company to edit text, advertising, graphics and URLs.



RISMedia.com



RISMedia's Daily e-News

RISMEDIA'S REAL ESTATE MAGAZINE

Print & Digital Branding

RISMedia's Real Estate Magazine Ads

- Full Page
- Two-Page Spread
- Half Page
- Quarter Page

Premium Advertising Placement

- Inside Front Cover
- Inside Back Cover
- Back Cover

Specialty Print Advertising

- Belly Band
- French Door/Z-fold
- Gatefold Front or Back Cover

*Specifications available upon request.



RISMedia's Real Estate Magazine Digital Magazine



RISMedia's Real Estate Magazine Gatefold Front Cover



Two-Page Spread



RISMedia's Real Estate Magazine Belly Band



Half-Page Ad



Full-Page Ad

RISMedia Daily e-News Branding

RISMedia's Daily e-News contains seven (7) ad locations, grouped to allow maximum visibility for the recipient. Delivered seven (7) days a week and through our responsive design, your ad is optimized to be seen and engaged with whether it is desktop or mobile. The National Media Ad Group is delivered to our full audience of over 350,000+ industry professionals around the U.S.

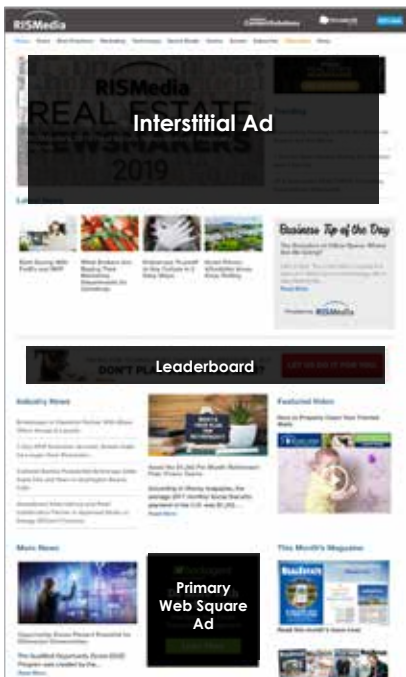
- National Daily News Placement
- National Premium Banner Ad
- National Premium Square Ad
- National Square Ad

RISMedia.com & Housecall Blog Branding*

Interstitial Advertisement (includes top leaderboard) - An interstitial advertisement can feature various offers for lead generation (email collection) or sales (selling a product). It could also be used to alert the audience to a special offer, new product, poll or more.

- Leaderboard/Lower Leaderboard Ad
- Primary Web Square Ad
- Content Square Ad (appears within story)

*Interested in Housecall blog ad pricing and opportunities? Please contact a sales representative.



RISMedia.com Homepage



RISMedia.com Secondary Page



RISMedia's Housecall Blog

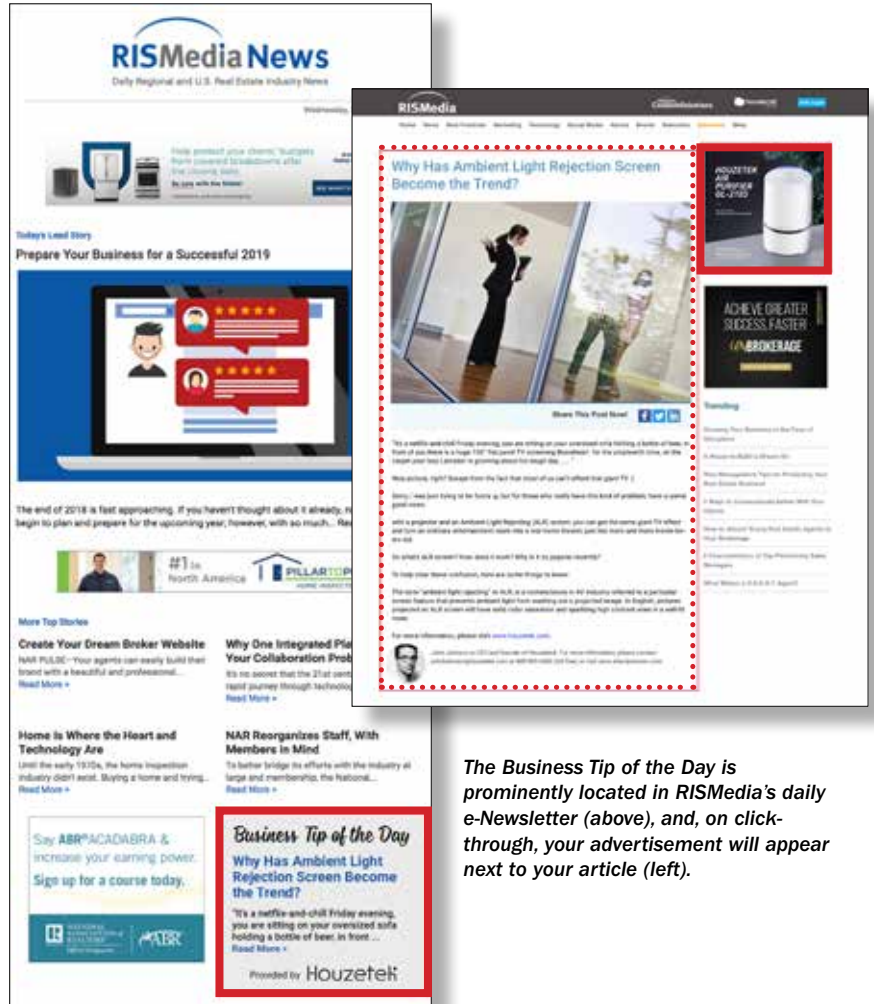
SPECIALTY EDITORIAL & BRANDING

Business Tip of the Day

RISMedia's Business Tip of the Day is a brief, educational business development note that is prominently located in the RISMedia e-News, which delivers to a daily network of over 350,000+ subscribers, and on all RISMedia.com pages.

The Business Tip of the Day provides a unique opportunity to extend your firm's reach through insightful messaging and helps readers associate quality business tips with your company's brand.

The prominent placement of the tip assures readers will see your messaging and be exposed to your value proposition and branding.



The Business Tip of the Day is prominently located in RISMedia's daily e-Newsletter (above), and, on click-through, your advertisement will appear next to your article (left).

SPECIALTY E-NEWSLETTERS

Team Tuesday e-Newsletter

The Team Tuesday e-Newsletter, delivered to a network of over 350,000+ subscribers, caters to those involved with or interested in real estate's largest-growing group: teams. This specialized focus provides in-depth business development tips and best practices unique to the team format, allowing teams to capitalize on strategies that are relevant and extremely effective.

Your marketing initiatives will make a unique impact, reaching a more targeted audience and effectively widening your reach, whether readers are already members of a team or are simply looking to stay abreast of the team format.

Your team-focused content will be the lead story of our Team Tuesday e-Newsletter edition. Your premium banner advertisement will be prominently placed under the lead story, and a Primary Web Ad will follow through to your content landing page on RISMedia.com, reinforcing your value proposition and offerings to readers.

**Additional team-focused branding opportunities throughout this special edition also available.*



Your ad/promo will be positioned underneath RISMedia's Team Tuesday editorial content and on the article/editorial content landing page.



Sunday Showcase e-Newsletter

RISMedia's Sunday Showcase e-Newsletter brings valuable information to real estate professionals at a critical time in the week, when many are working in and on their business. Sunday's content features business development tips and productivity boosters tailored to the working agent in order to help them understand how they can utilize valuable weekend time to create sound strategies to improve their business.

An ideal stage for highlighting products and services that can help agents reach their business goals, RISMedia's Sunday Showcase e-Newsletter attracts a segment of the agent population that strives to constantly improve their business. RISMedia's Sunday Showcase gives your company a messaging platform that can be quite lucrative and one of the most powerful tools in your marketing toolbox.



SPECIALTY PUBLISHING

Custom Cover Story

Present your firm to your immediate local market and attract referral opportunities from thousands of real estate brokerage firms around the United States!

- Provides an opportunity to highlight your firm's vision, leadership team, core values, technology and marketing resources, and competitive differentiation
- Feature up to four (4) photos, in addition to the cover photo, to help illustrate your message
- 1,000 copies of the magazine with your photo on the cover for your distribution
- Four-page article written by RISMedia's editorial staff to also be included in our national print distribution to 45,000 subscribers and in our digital magazine distribution to 350,000+ real estate professionals
- A digital version of your custom magazine
- For an example of a variable cover story, go to <https://bit.ly/2KKAqju>.



Custom Cover Story

Marketing Supplement

- Provides an opportunity to highlight and promote any aspect of your firm, such as growth and expansion, marketing strategy, technology platform, agent-support resources, etc.
- As an advertising supplement, this piece can promote the firm in any manner, and, therefore, may include logos, calls-to-action, testimonials, etc.
- An eight-page branded supplement poly-bagged within an issue of RISMedia's Real Estate Magazine
- For an example of a marketing supplement, go to <http://bit.ly/2qBt7QE>.



Marketing Supplement

RISMedia's Newsmakers Engagement Campaign

The RISMedia Real Estate Newsmakers initiative is a year-round, turnkey promotional campaign, inclusive of dedicated editorial, branding and event sponsorship/networking. This integrated marketing campaign provides for significant messaging, positioning and engagement across all RISMedia print and online platforms.

Your dedicated branding and editorial will be featured on all RISMedia assets and within all segments of the Real Estate Newsmakers Engagement Campaign:

- **Nominations & Selection Process:**
 - Email Promotion
 - RISMedia e-News
 - News Alerts
 - Blog Story/Blog Alerts
 - Displayed prominently on RISMedia.com – 24/7
- **Directory**
 - RISMedia's Real Estate Newsmakers are prominently featured in a dedicated directory on RISMedia.com
 - Features easy access to RISMedia's Newsmaker profile pages via category subsections
 - Sponsors displayed prominently on RISMedia.com – 24/7
- **Spotlights**
 - Real Estate magazine
 - A monthly dedicated editorial that highlights one Newsmaker per article
 - RISMedia e-News
 - Displayed prominently on RISMedia.com – 24/7
- **Newsmakers Profiles**
 - Within RISMedia.com online directory
 - Each Newsmaker will be listed within the RISMedia Newsmakers online directory, showcasing each individual
- **Sponsor Profiles**
 - Within RISMedia.com online directory
 - Each sponsoring firm will be strategically positioned within the RISMedia Newsmakers directory, showcasing each firm for easy access to company, and product/service background information, as well as specific contact information
- **Conference Editorial Coverage**
 - RISMedia.com – 24/7
 - RISMedia e-News
 - News Alerts
 - Blog Alert



Newsmakers Directory



Newsmakers News Alert



Newsmakers Feature Story - Real Estate magazine



Newsmakers Spotlight



Newsmakers Profile



Sponsor Profiles

RISMedia's Power Broker Engagement Campaign

The RISMedia Power Broker initiative is a year-round, integrated marketing campaign, inclusive of dedicated editorial, branding and event sponsorship/networking. This integrated marketing campaign provides for significant messaging, positioning and engagement across all RISMedia print and online platforms.

Your dedicated branding and editorial will be featured on all RISMedia assets and within all segments of the RISMedia Power Broker Engagement Campaign:

- **Survey**
 - Email Promotion
 - RISMedia e-News
 - News Alerts
 - Blog Story/Blog Alerts
- **Report**
 - Real Estate Magazine
 - Feature Story
 - News Alerts
 - RISMedia e-News
 - Blog Story/Blog Alerts
- **Directory**
 - The nation's top residential brokerage firms ranked by sales volume and total transactions which includes year-over-year results, and direct links and company information for each firm
- **Spotlights:**
 - A monthly dedicated editorial that highlights one Power Broker firm per article
 - Real Estate Magazine
 - RISMedia e-News
- **Power Broker Profiles**
 - Each Power Broker firm will be listed within the RISMedia Power Broker Directory – showcasing each firm for easy access to company background, transaction and dollar volume rankings, markets served, office locations, agent count, along with specific site and executive contact information
- **Sponsor Profiles**
 - Each sponsoring firm will be strategically positioned within the RISMedia Power Broker Directory, showcasing each firm for easy access to company, product/service background information, as well as specific contact information.
- **Reception & Dinner Editorial Coverage**
 - RISMedia e-News
 - News Alerts
 - Blog Alert



Power Broker Survey News Alert



Power Broker Directory



Power Broker Report - Real Estate magazine



Power Broker Spotlight



Power Broker Profiles



Sponsor Profiles

The RISMedia Webinar Series

Increase your brand presence and engage with top industry professionals through RISMedia's Broker and Agent Webinar Series. As a sponsor, you will receive several opportunities to reinforce your firm's commitment to helping brokers and agents succeed, both through our pre- and post-coverage of the webinar, along with live participation and branding during the event. In addition, you will receive the names and email addresses of all attendees and registrants.

PROMOTION

Pre-Presentation

- Three (3) News Alerts: Your company logo and name included with RISMedia's special webinar announcement emails sent to RISMedia subscribers
- Company logo and name included on registration page
- Webinar news story in RISMedia's Daily e-News sent to RISMedia subscribers and posted on RISMedia.com
- Webinar promotion on RISMedia social media channels
- Company name and logo on all PowerPoint® slides
- Sponsor will be introduced at the start of the webinar to give overview of company
- Sponsor to submit up to five (5) survey questions that will appear to attendees directly after webinar ends (feedback and answers supplied after webinar)
- Live Tweeting: Twitter coverage by RISMedia's social media editors

Post Presentation

- One (1) post-webinar recap story in RISMedia's Daily e-News sent to RISMedia subscribers and posted on RISMedia.com with link to recorded webinar
- Link to recording and coverage on RISMedia's social media networking channels

DELIVERABLES

- Receive the name and email addresses of all registrants supplied during webinar registration
- Presentation will be recorded and link to recording sent to all attendees; sponsor(s) logo will appear on video

For a complete playlist of our webinar series, go to <http://goo.gl/Qh9vh4>.



Pre-Presentation Promotion Webinar News Alert (3x) RISMedia's Daily e-News



Post-Promotion Webinar Recap (1x) RISMedia.com

RISMedia’s Real Estate Newsmakers Reception & Dinner

Wednesday, May 13, 2020 • National Press Club, Washington, D.C.

Taking place on May 13, 2020 at the prestigious National Press Club in Washington, D.C., RISMedia’s Real Estate Newsmakers Award Reception & Dinner will host more than 100 of the nation’s leading brokers and real estate executives to honor the recipients of RISMedia’s 2020 Newsmakers Awards. Nestled in the heart of downtown, the National Press Club (“The Place Where News Happens”) has been Washington’s home for news, business and social events in the nation’s capital. Designed specifically for a select group of broker/owners, brand executives and real estate service leaders, the Real Estate Newsmakers Award Reception & Dinner is by exclusive invitation only. Don’t miss your chance to participate in this high-level networking event.

- For information about sponsoring this event, click [here](#).



2019 Newsmakers Hall of Fame Inductees

RISMedia’s Real Estate CEO Exchange

September 16 & 17, 2020 • Harvard Club, New York City, N.Y.

RISMedia’s Real Estate CEO Exchange gathers a select group of dynamic industry leaders to discuss our future in the new era of real estate. Held in mid September at the Harvard Club in New York City, this day-and-a-half-long educational and networking event provides attendees with exclusive insight into what other leading brokers are doing to profitably increase marketshare and build a more successful real estate organization. This event is exclusively for: brokerage owners and operating executives of RISMedia’s Real Estate’s Top 500 Power Broker firms; senior executives from all major real estate franchises; executives from the industry’s leading trade associations and MLSs; and senior executives from select industry service providers.

- For information about sponsoring this event, click [here](#).



2019 CEO Exchange Forum

RISMedia’s Power Broker Reception & Dinner at NAR Annual

Friday, November 13, 2020 • New Orleans, L.A.

Held each year during NAR Annual, RISMedia’s Power Broker Reception & Dinner gathers real estate’s leading decision-makers—from top brokers and executives to industry visionaries—for this invitation-only event. This exclusive gala annually honors the real estate industry’s top-producing companies—ranked by transaction and sales volume in RISMedia’s Annual Power Broker Survey—and offers sponsors a unique opportunity to network with the industry’s top power players, all in one location. The dinner follows RISMedia’s Annual Power Broker Forum, held earlier that day in conjunction with NAR’s REALTORS® Conference & Expo.

- For information about sponsoring this event, click [here](#).



2019 Power Broker Dinner

Sponsorships available at all levels

*Please contact your RISMedia Account Representative at (203) 855-1234 to discuss sponsorship pricing.

RISMedia's ACESocial (Automated Content Engagement)

RISMedia's ACESocial is information-based marketing at its best, powering your social media sites with custom-branded, consumer-focused real estate, homeownership and lifestyle content that will engage your prospects. ACESocial is delivered in the form of articles, infographics and videos, all branded to you, including your contact information, and distributed through your social media sites. Content distributed through ACESocial can include the agent's name, headshot, brokerage logo, contact information, website URL, and more. ACESocial is compatible with Facebook, Twitter and LinkedIn.

ACESocial Includes:

- Consumer-focused real estate and lifestyle posts, including articles, infographics and professionally produced videos
- Automated distribution to your social media sites (Facebook, LinkedIn, Twitter) and website
- Your branding (logo, headshot, URL, and more) on all content landing pages
- MLS listings on your landing page, complete with lead generation form

For information about ACESocial, go to rismedia.com/acesocial.

This information is brought to you by
MARIE RIVERA
Marie Rivera Realty

5 Stunning Features That Attract Luxury Homebuyers

Today's high-end homebuyers expect a full package of amenities. Of course, it features master suite and gourmet kitchen are essential, but it doesn't stop there. In an era of elevated living, these five highly sought-after features will set your home apart.

Wine cellar:
A place to store your valuable wine collection isn't just for wine aficionados anymore. Wine cellars are fast becoming an essential amenity and the home equivalent of the best tasting room and experiences that never take a holiday.

As home have proven a convenience that is central music, lighting, security, heat of home or on the road - it's the way.

ing it to family income might with a boost of value can help. It's easy for any buyer to afford with sleek floor and simple styling.

eriors - by it an in-line apartment with a y drive. Those who know the steps of really fast expensive accommodations effort.

get is essential. Furthermore, as at-home become an increasingly desirable amenity.

Preferred Partner Ad Here (Mortgage, Title, Insurance, etc.)

View My Website
View My Listings

RISMedia's ACE's Advertising Sponsorship Program offers a unique opportunity to generate a new revenue stream.

This information is brought to you by
MARIE RIVERA
Marie Rivera Realty

Move More for a Healthier You

Moving more helps you avoid serious medical problems.
Brief exercise, several times a day, can help.

It's quick.

- Take the stairs.
- Stand up every 30 minutes at the office.
- Walk to a colleague's desk to talk.
- Do 10 push-ups every hour.

It's free.

- Use a treadmill or walk away from the printer or push-ups while waiting for coffee.
- Dance with your spouse or kids.
- Jog while walking your dog.
- Climb the stairs at the gym.

And it's fun and useful.

- Walk or bike instead of driving.
- Use a laptop stand to avoid neck strain.
- Stand up every 30 minutes at the office.

Marie Rivera
Real Estate Professional
Marie Rivera Realty
123 Main Street
Anytown, CT 06000

Office Phone: (203) 555-1234
Mobile Phone: (203) 555-5678

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This information is brought to you by
MARIE RIVERA
Marie Rivera Realty

Home decorators agree, comfort is on trend for 2019.

Hot Home Decor Trends

Home decorators agree, comfort is on trend for 2019. People are craving warmth, intimacy and a relaxed but sophisticated aesthetic. These 7 decor trends will make your home cozy and stylish.

- 1. Spiced down furnishings.** A range of smaller pieces with rounded edges is more intimate settings.
- 2. Wall coverings.** Vell paper, fabric wall coverings and murals are making a comeback.
- 3. Shades of green.** For a healthy to richer forest-like, green is the new blue.
- 4. Color 'pops.'** These yellow to orange-like accents and pillows.
- 5. Warm woods.** Richer and wood-grain floors and walls is the strategy.

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Sharing infographics and videos is an easy and fun way to engage with your followers and spark conversation.

Enterprise/Company Content Solutions

RISMedia Content Solutions offers several discounted content packages for your business needs. Company executives looking to offer content to their sales professionals—to help them stay in touch with their sphere of influence, and keep clients informed—will enjoy additional tools and features at very affordable and scalable rates. Includes B2B and B2C offerings.

Individual Content Solutions

Best choice for agents, loan officers and other individual users who need fresh article and video content from our content library, or want to stay top-of-mind with conversational drip email campaigns each month.*

RISMedia Content Solutions offers:

- **Content Library** - Thousands of articles and hundreds of video tips to choose from, updated daily. Access relevant, professionally written and editable content that you can download and use to enhance all of your communications—website, blogs, social media sites, newsletters and more.
- **Branded Real Estate Media Resource Center** - Custom-branded website launches as a pop-up window from your website and contains a range of helpful real estate content, including consumer-facing real estate news articles, video updates, real estate Q&As, definitions and more. For an example of a branded real estate media resource center, go to <http://bit.ly/1SuZjY9>.
- **Branded Monthly Consumer e-Newsletter** - Written by RISMedia editors and automatically sent monthly to your clients and prospects, the custom-branded “Home Matters” e-Newsletter contains fresh, relevant real estate stories for your subscribers. For an example of a branded monthly consumer e-Newsletter, go to <http://bit.ly/1V0ujZt>.
- **Branded Daily and Monthly Industry e-Newsletters** - Written by RISMedia editors and automatically sent monthly to your agents, “Social Media Matters” offers insights and strategies on how to better utilize social media in business, while the branded “Daily e-Newsletter” positions your company as an industry expert by providing takeaway strategies, how-tos or best practices that real estate professionals can implement to grow their business. For an example of a branded Daily e-Newsletter and Social Media Matters e-Newsletter, go to <http://bit.ly/1VUck3p> and <http://bit.ly/1rdntzH>.
- **Auto-Drip Email Campaign** - “Pop-a-Note” is RISMedia’s automatic drip email platform that sends fun, pop culture conversation-starter notes or helpful real estate tips to your sphere, offering a light and unique way to keep in touch with clients and prospects. This turnkey content component includes custom branding with photo, contact info and links, plus a customized News Hub with more consumer-facing real estate articles.
- **Custom Reporting System** - RISMedia Content Solutions’ reporting system provides several reports to gauge reader activity, including the number of visits to the Resource Center, title of articles clicked on, open rates for newsletters, and anyone that opted out of receiving newsletters. You can turn to this area to see which clientele have logged in and when, and the number of contacts your agents are sending their newsletters to.



Content Library



Branded Real Estate Media Resource Center



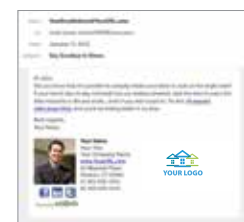
Daily e-Newsletter



Social Media Matters e-Newsletter



Home Matters e-Newsletter



RISMedia's News Hub (Auto-Drip Email)

*Please inquire about custom rate quote(s).

M = Magazine N = Daily e-Newsletter W = Website

Asset	Description	M	N	W
EDITORIAL				
RISMEDIA'S REAL ESTATE MAGAZINE				
Cover Story	Cover image and story showcases a company's services and/or top executives, as appropriate. Front cover plus five-page story within the magazine, inclusive of sidebars, photos and artwork. (2,200 - 2,400 words)	●	●	●
Feature Story	In-depth look at your company's products and services, including interviews with company executives, clients, etc. (900 - 1,100 words)	●	●	●
Commentary/Column	Written by a company executive to voice his or her opinion on a pertinent industry issue or trend, or to provide strategic business-development advice. (500 - 600 words)	●	●	●
Client/Broker Spotlight	RISMedia editors interview a broker/agent of your choice about their success with your firm/products/service. Serves as an invaluable practitioner testimonial for your company. (500 - 600 words)	●	●	●
Company Spotlight	Provides the opportunity to promote your firm's products and/or services (500 - 600 words)	●	●	●
RISMEDIA'S DAILY E-NEWS & RISMEDIA.COM				
Business Development Tip	Company positioned as industry expert by providing take-away strategies, how-tos or best practices that real estate professionals can implement to grow their business. (500 - 600 words)		●	●
Press Release Placement	Press release submitted by client to cover company news, such as executive appointments, acquisitions, product announcements, mergers, awards and achievements, etc.		●	●
BRANDING				
RISMEDIA'S REAL ESTATE MAGAZINE ADS				
Full Page Ad (1x)	Four-color ad insertion	●		
Half Page Ad (1x)	Four-color ad insertion	●		
Quarter Page Ad (1x)	Four-color ad insertion	●		
Two-Page Spread (1x)	Four-color ad insertion	●		
Inside Front Cover (1x)	Premium advertising placement	●		
Inside Back Cover (1x)	Premium advertising placement	●		
Back Cover (1x)	Premium advertising placement	●		
SPECIALTY ADVERTISING				
Belly Band	Furnished paper outsert with your message on it, wrapped around the magazine.	●		
French Door/Z-fold	A split front-cover spread.	●		
Gatefold Cover	The three-page gatefold is a two-page spread advertisement that opens up from the inside front cover.	●		
Gatefold Back Cover	The three-page gatefold is a two-page spread advertisement that opens up from the inside back cover.	●		
RISMEDIA'S DAILY E-NEWS (100,000 impressions minimum commitment)				
National Premium Banner	First ad position; 500 x 100 pixels for email		●	
National Premium Square	Third ad position; 72 dpi; .png or .jpg file; 300 x 300 pixels		●	
National Square	Fifth ad position; 72 dpi; .png or .jpg file; 300 x 300 pixels		●	

M = Magazine N = Daily e-Newsletter W = Website

Asset	Description	M	N	W
WEBSITE - RISMEDIA.COM & RISMEDIA HOUSECALL/BLOG				
Interstitial Advertisement & Top Leaderboard	970 x 415; 970 x 90 pixels <i>Note: RISMedia will make every effort to deliver interstitial ads as defined in this document, however, RISMedia may use different techniques for displaying these ads in order to prevent ads from being blocked by certain browsers and browser plugins.</i>			●
Leaderboard/Lower Leaderboard	970 x 90 pixels			●
Primary Web Square Ad	300 x 300 pixels			●
Content Square Ad	300 x 300			●
PREMIUM PROMOTION				
SPECIALTY EDITORIAL & BRANDING				
RISMedia's Business Tip of the Day	Brief, educational business development note that is prominently located in the RISMedia e-News, and on all RISMedia.com pages. Specs: brief tip (25 characters) and logo; URL or editorial; square ad 300 x 300 pixels		●	●
SPECIALTY E-NEWSLETTERS				
Team Tuesday	The Team Tuesday e-Newsletter, delivered to a network of over 365,000 subscribers, caters to those involved with or interested in real estate's largest growing group: teams. Editorial; banner ad 500 x 100 pixels; square ad 300 x 300 pixels		●	
Sunday Showcase	RISMedia's Sunday Showcase e-Newsletter brings valuable information to real estate professionals at a critical time in the week, when many are working in and on their business. Editorial; banner ad 500 x 100 pixels; square ad 300 x 300 pixels		●	
SPECIALTY PUBLISHING				
RISMedia's Real Estate Magazine Custom Cover Story	Four-page article written by the RISMedia editorial staff to also be included in our national print distribution and online digital magazine; 1,000 copies of the magazine with your photo on the cover for your distribution; digital version of your personal magazine.	●	●	●
RISMedia's Real Estate Magazine Marketing Supplement	Up to eight-page branded supplement poly-bagged with a monthly issue of Real Estate magazine and sent to 42,000 industry practitioners on the 1 st of the month. Marketing supplements are controlled by the client, and, therefore, may cover any topic of the client's choosing, such as: in-depth company profile; company event; profiles of company's brokers/agents/clients; guide to company's products and services; etc. Editorial and design assistance from RISMedia staff may be enlisted as needed.	●	●	●
ANNUAL CAMPAIGN PROMOTIONS				
RISMedia's Newsmakers Engagement Campaign	The RISMedia Real Estate Newsmakers initiative is a year-round, turnkey promotional campaign, inclusive of dedicated editorial, branding and event sponsorship/networking. This integrated marketing campaign provides for significant messaging, positioning and engagement across all RISMedia print and online platforms.	●	●	●
RISMedia's Power Broker Annual Campaign	The RISMedia Power Broker initiative is a year-round, integrated marketing campaign, inclusive of dedicated editorial, branding and event sponsorship/networking. This integrated marketing campaign provides for significant messaging, positioning and engagement across all RISMedia print and online platforms.	●	●	●

M = Magazine N = Daily e-Newsletter W = Website

Asset	Description	M	N	W
LEAD GENERATION				
RISMedia's Webinar Series	Reinforce your firm's commitment to helping brokers and agents succeed by sponsoring RISMedia's popular webinars. Sponsor receives promotion through pre- and post-webinar coverage featured on-line (e-News, News Alerts, blog, social media) and in print, along with live participation and branding during the webinar.	●	●	●
EVENT NETWORKING SOLUTIONS				
RISMedia's Real Estate Newsmakers Reception & Dinner	Taking place each year in May at the prestigious National Press Club in Washington, D.C., RISMedia's Real Estate Newsmakers Reception & Dinner will host more than 100 of the nation's leading brokers and real estate executives to honor the recipients of RISMedia's Newsmakers Awards.	●	●	●
RISMedia's Real Estate CEO Exchange	Held in September at the prestigious Harvard Club in New York City, this day-and-a-half-long educational and networking event gathers a select group of 225 influential and dynamic industry leaders to discuss our future in this new era of real estate.	●	●	●
RISMedia's Power Broker Reception & Dinner at NAR Annual	Held each year at the NAR Annual Conference, this event honors the achievements of those firms who appeared in RISMedia's annual Power Broker Report. This is the industry's premiere "who's who" event. Brokers in attendance at the reception and dinner represent 20 percent of the annual real estate transactions in the United States, providing sponsors a rare opportunity to network with the industry's upper echelon.	●	●	●
LICENSED CONTENT SOLUTIONS				
Innovation Center · Content Library · Media Resource Center · Branded e-Newsletters · Auto-Drip Email · Custom Reporting System	Access to RISMedia's licensed content for use in partner communications. Content includes industry and consumer news, updated daily with editable articles and weekly videos that can be downloaded for partner engagement through websites, newsletters and other communications, social media, etc. Articles, video content and conversational-marketing drip email campaign can be subsidized by the partner on an enterprise level to provide platform access to partner associates, members, representatives and real estate agents.			
CONTENT ENGAGEMENT SOLUTIONS				
RISMedia's ACESocial (Automated Content Engagement)	RISMedia's ACESocial is information-based marketing at its best - powering your social media sites with custom-branded, consumer-focused real estate and homeownership content that will engage your prospects. ACESocial is delivered in the form of articles, infographics and videos, all branded to you and including your contact information, distributed through your social media sites. Content distributed through ACE will include the agent's name, headshot, brokerage logo, contact information, website URL, and more. ACESocial is compatible with Facebook, Twitter and LinkedIn.			
Licensed Content Solutions · Content Library · Media Resource Center · Branded e-Newsletters · Auto-Drip Email · Custom Reporting System	Access to RISMedia's Licensed Content for use in partner communications. Content includes industry and consumer news, updated daily with editable articles and weekly videos that can be downloaded for partner engagement through websites, newsletters and other communications, social media, etc. Articles, video content and conversational marketing drip email campaign can be subsidized by the partner on an enterprise level to provide platform access to partner associates, members, representatives and real estate agents.			