



2017 MEDIA KIT



Council of Residential Specialists
The Proven Path To Success

The Best

Reach the top real estate agents in the country—and the clients they interact with every day.

The majority of real estate transactions are handled by a small percentage of real estate agents. These are the best agents in the industry and these agents are often Certified Residential Specialists. 31,000 CRS members are among the top 3 percent of residential REALTORS®. CRS agents sell more, make more and influence more consumers than the average REALTOR®.

31,000
members work directly with
2 million
consumers each year.

3X
more gross sales than
the average REALTOR®.

The average CRS makes
\$166,490
while the average REALTOR®
makes just \$45,800.

3X
the number of transactions
as the average agent.

The dollar value of home
sales by CRSs is
30%
higher than the national average.

Our members' businesses
are growing
10X
as fast as non-members!



Setting the Tone for the Industry

CRS agents take their business seriously. They are the trend-setters, the pace-setters—the REALTORS® who really get things done. They talk to clients all day, every day and work hard to develop long-term relationships. They are trusted sources of referrals and resources, from lenders to home inspectors to movers and home goods. They have the ears of consumers and their peers. When our agents talk, everyone listens.

Want to get your products and services in front of CRS members? Read on for all these opportunities to reach this successful, influential audience.

- ➔ 67% are independent agents
- ➔ 41% have college degrees
- ➔ Average 22 years as a REALTOR®
- ➔ Specialize in: First-time buyers and sellers (70%); Relocation (53%); Luxury sales (41%)

Sources: 2015 CRS Annual Membership Survey (numbers reported as averages) & 2015 NAR Member Profile (numbers reported as medians). Average home price by NAR.

For information about CRS advertising and sponsorship opportunities, contact Chuck Gekas at **312.321.4443** or **cgekas@crs.com**.

CRS

SPONSORSHIP PACKAGES

Comprehensive, multimedia sponsorship packages are available to enable you to maximize your coverage continuously throughout the year.



SPONSORSHIP ADVERTISING PACKAGES

PACKAGE	DESCRIPTION	VALUE	PACKAGE PRICE
Platinum Sponsorship Package	<ul style="list-style-type: none"> ➔ Dedicated carousel banner on CRS.com website home page (12 months) ➔ Advertorial once a month in weekly CRS Connect e-newsletter (12 weeks) ➔ Two email blasts to entire CRS membership (per year) ➔ 1/4-page editorial feature in <i>The Residential Specialist</i> magazine (6 issues) ➔ Full-page ad in <i>The Residential Specialist</i> magazine (6 issues) ➔ Sponsorship of two CRS webinars (per year) ➔ Premium cover position in the CRS Print Directory (annual) ➔ Banner ad on Find-A-CRS online referral directory (annual) ➔ Marquee or similar sponsorship value of CRS Week annual event (annual) ➔ Exhibitor space at annual CRS Sell-a-bration® conference (annual) 	\$184,000	\$125,000
Gold Sponsorship Package	<ul style="list-style-type: none"> ➔ Dedicated banner ad on CRS.com website home page (12 months) ➔ Banner ad in weekly CRS Connect e-newsletter (24 weeks) ➔ Advertising in CRS Connect weekly e-newsletter (26 weeks) ➔ One email blast to entire CRS membership (per year) ➔ 1/4-page editorial feature in <i>The Residential Specialist</i> magazine (3 issues) ➔ 1/2-page ad in <i>The Residential Specialist</i> magazine (6 issues) ➔ Exhibitor space at annual CRS Sell-a-bration® conference 	\$123,280	\$83,830
Silver Sponsorship	<ul style="list-style-type: none"> ➔ Dedicated banner ad on CRS.com website home page (6 months) ➔ Banner ad in weekly CRS Connect e-newsletter (24 weeks) ➔ 1/4-page ad in <i>The Residential Specialist</i> magazine (3 issues) ➔ Banner ad in Find-A-CRS online referral directory (12 months) ➔ Exhibitor space at annual CRS Sell-a-bration® conference (annual) 	\$83,830	\$58,681

In addition to the above, we can customize a program to meet your specific business needs. If you would like more information about a customized sponsorship package for your organization, please contact **Chuck Gekas**. ↓

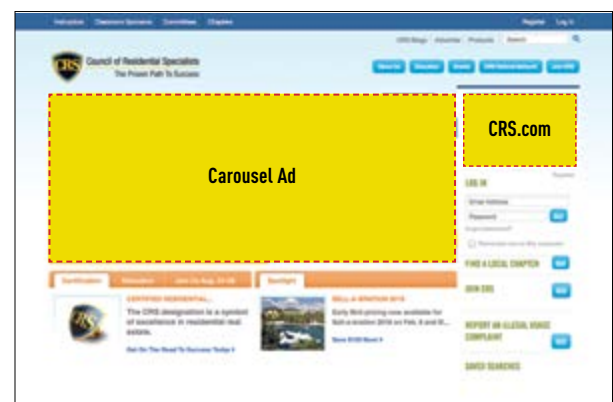
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CRS DIGITAL

Reach 45,000+ top real estate industry professionals through the CRS website. Our members constantly check in to CRS.com to access our unique referral system and business tools daily. We are in touch with our members and prospects every week, and they pay attention.

The CRS Connect open rate is an industry-shattering

25%



1 CRS.com Run of Site and Spotlight Advertising

Our website is the primary portal for our 31,000+ members to access their membership information, find referrals, and access education, CRS tools and resources.

Average of 75,000 site visitors monthly	
Run of Site Ad: 200px x 120px	\$750/week
Carousel Ad: (home page CRS.com) 738px x 306px	\$500/week



2 CRS Connect

A weekly e-newsletter sent to our entire contact list (over 40,000). Open rate averages 25 percent.

48 issues annually	
Distribution	43,000
Average open rate	25%
Average click through rate	7%
Header Ad: 500px x 200px	\$1,000
Sidebar A: 150px x 125px	\$750
Sidebar B: 150px x 300px	\$750
Footer Ad: 600px x 125px	\$500

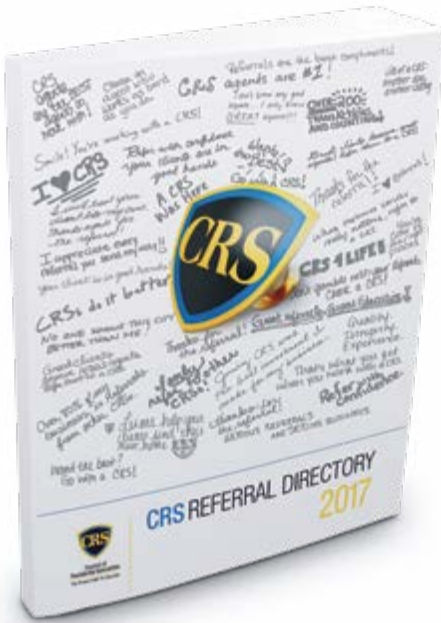
3 Exclusive CRS Email Blasts

Reach the top 3 percent of all REALTORS® through an email you craft and we send on your behalf.

One email blast per month available	
Cost	\$5,000 each
Distribution	50,000
Average open rate	23%
Average click-through rate	4%
Vendor-created message*	
*Message must be approved by CRS	

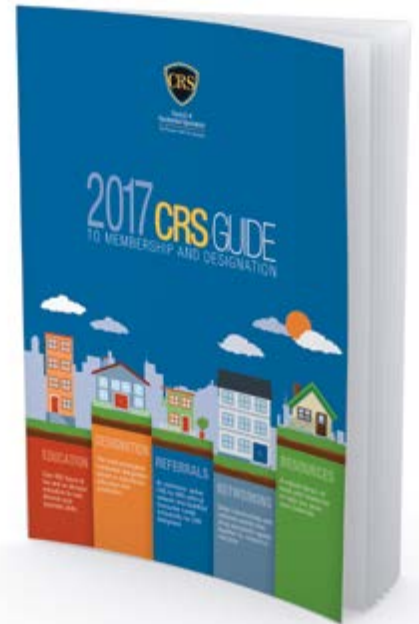
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CRS PRINT



Our annual referral directory includes all CRS Designees and is in high demand every year. Members advertise heavily within its pages. They use it every year, all year to reach out to each other.

We also offer opportunities to get your branded materials in the hands of every CRS student through our course handouts. The annual CRS Guide is distributed throughout the industry and reaches thousands of top agents.



1 CRS Print Referral Directory External Covers and Internal Full- or Half-Page Ads

Over 60 percent of our members opt to receive the CRS Print Referral Directory, the premier listing of top residential agents and a coveted resource for referrals. Many brokers keep the book in a central location for easy access, and anywhere a CRS event is being held, a Print Directory is on hand.

CRS Print Directory (printed fall)

Outside Back Cover 4 color	\$10,000
Inside Front Cover 4 color	\$9,000
Inside Back Cover 4 color	\$8,000
Full page ad, middle BW	\$2,000

CRS Print Directory specs

Full page ad dimensions: 8.25" x 10.143"
(+0.25" bleed on all sides)

2 CRS Guide

The CRS Guide is the main brochure that the Council distributes to educate the industry about who we are and what we offer. It's distributed to all members, appears at all CRS-sponsored exhibits and copies are sent to all chapters for distribution at their events. 50,000 copies will be distributed in 2017.

CRS Guide (printed fall)

Outside Back Cover 4 color	\$5,000
Inside Front Cover 4 color	\$4,500
Inside Back Cover 4 color	\$4,000

CRS Guide specs

7"x10" (+0.25" bleeds on all sides). Full color only.

3 PLUS Course Handouts

Get your branded materials and information directly into the hands of our one- and two-day classroom course attendees.

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The Residential Specialist

magazine is the award-winning, must-read professional resource for CRS agents across the nation. Published six times per year, it is recognized as the industry's most relevant and exciting publication. Members are truly engaged and share its content with other agents as well as clients.

In 2016, *The Residential Specialist* has won several industry awards:

- ➔ **Hermes Creative Award** from the Association of Marketing and Communications Professionals
- ➔ **Content Marketing Award** from the Content Marketing Institute
- ➔ **APEX Awards for Publication Excellence** from Communications Concepts Inc.

2017 EDITORIAL CALENDAR

January-February

- ➔ Meet your new CRS President
- ➔ Daily habits of top producers
- ➔ How to find up-and-coming areas
- ➔ New buyer and seller demographic trends and attitudes

March-April

- ➔ Pocket listings: How to use and find them
- ➔ Staging's next big trend: Faux furniture
- ➔ Using global real estate portals
- ➔ Least desirable home features

May-June

- ➔ Is the teardown coming back?
- ➔ Making the most of outdoor living
- ➔ 50 marketing ideas
- ➔ Ways to win when multiple offers come in

July-August

- ➔ How younger agents shake up the field
- ➔ Managing common pain points
- ➔ Email marketing mistakes

September-October

- ➔ New educational opportunities
- ➔ Agent teams: Is this model right for you?
- ➔ Navigating errors and omissions insurance
- ➔ Website best practices

November-December

- ➔ Biggest agent business builders
- ➔ Franchise pros and cons
- ➔ Take control of your inbox



Additional copies of the Jan/Feb, May/June and Nov/Dec issues of *The Residential Specialist* are circulated at industry conferences.

Partner Content and Advertorials

The Residential Specialist is a CRS member's resource for the latest products, services and information that makes their businesses run more successfully. Our agents trust that only the best and most relevant companies make the pages of *The Residential Specialist*. By crafting custom content with our editorial staff, you can put your products and services within this trusted context and really speak to the top agents.

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PRINT AD RATES

The *Residential Specialist* advertising rates are based upon the total number of times a unit of advertising is placed with the magazine. A unit is any size advertisement from 1/4 to a full page. Full-page spreads earn two units toward a frequency discount. All rates are for each ad, per issue.

	Four Color		
	1x	3x	6x
Full Page	\$5,340	\$5,020	\$4,640
1/2 Page	\$3,610	\$3,360	\$3,110
1/4 Page	\$2,650	\$2,480	\$2,280
Cover 2	\$6,200	\$5,780	\$5,340
Cover 3	\$5,660	\$5,270	\$4,880
Cover 4	\$6,740	\$6,270	\$5,800

Space reservations are about **six weeks** before the first month of the issue date.

CLOSING DATES

Issue Date	Reserve Space	Ads Due
January/February *	11/17/16	11/21/16
March/April	1/23/17	1/25/17
May/June*	3/22/17	3/24/17
July/August	5/19/17	5/23/17
September/October	7/24/17	7/26/17
November/December*	9/21/17	9/25/17

* Bonus Distribution, including Sell-a-bration® and the NAR Conference and Expo

SUBMITTING MATERIALS

When submitting files:

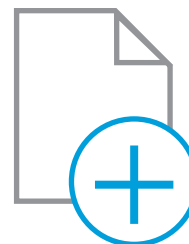
- ➔ Send email notification of incoming ad.
- ➔ Include URL for website and e-newsletter ads.
- ➔ Dropbox is the preferred method of submitting files. Dropbox is a cloud-based storage system that works seamlessly on all computer platforms.
- ➔ If you already have a Dropbox account, you will need to log out and log back in with the following instructions.

To upload a file, simply VISIT > <https://www.dropbox.com/home/TheResidentialSpecialist>

or

① Sign in to the GLC Dropbox account (First sign out from your existing account):
Dropbox.com
Email: glcadsubmit@glcdelivers.com
Password: **GLCADS-900**
(password is case sensitive)

② Locate the folder for **The Residential Specialist** and double click. To upload your file, click on the Upload icon at the top of the page. Select "Choose Files" to locate your file. You will have the opportunity to select more files to upload, or click "Done."



③ When the file upload is complete, send an email notification to: glcadsubmit@glcdelivers.com. In the email indicate the name of the file, advertiser name and contact info, and any URL/Link info. GLC will respond via email if the ad passes preflight or needs corrections.

Guaranteed Positions

Orders specifying position other than covers will be guaranteed at a 15 percent premium on space and color rates. Call for availability.

Issuance

Published bi-monthly. Issued the first month of the issue date, e.g., January for January/February.

Agency Commissions

Standard commission of 15 percent on space, color and position will be given to recognized agencies when payment is received within 30 days of invoice date. Publisher reserves the right to discontinue any advertising schedule for which payments are not made promptly. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies that are due and payable. No agency discount on production, mechanical or bind-in costs.

For information about CRS advertising and sponsorship opportunities, contact Chuck Gekas at **312.321.4443** or cgekas@crs.com.

PRINT AD SPECS

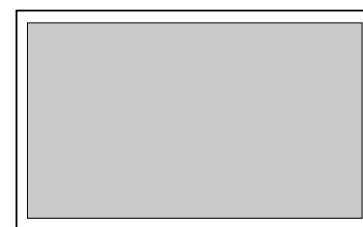
The Residential Specialist Trim Size: 8.375" x 10.875"

Bleed: 0.125"

Safety from Trim: minimum 0.25"

Binding: Perfect Bound

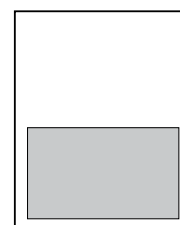
Ad Size	Dimensions (Bleed includes 0.125" on all sides)
Two-Page Spread (bleed)	17" x 11.125" (16.75" x 10.875" + 0.125" bleed on all sides)
Two-Page Spread (non-bleed)	15.75" x 10"
Full Page (bleed)	8.625" x 11.125" (8.375" x 10.875" + 0.125" bleed on all sides)
Full Page (non-bleed)	7.33" x 10"
½ Page horizontal (bleed)	8.625" x 5.4375" (8.375" x 5.1875" + 0.125" bleed on all sides)
½ Page horizontal (non-bleed)	7.33" x 4.75"
½ Page vertical (bleed)	4.375" x 11.125" (4.125" x 10.875" + 0.125" bleed on all sides)
½ Page vertical (non-bleed)	3.375" x 10"
¼ Page vertical (bleed)	4.375" x 5.4375" (4.125" x 5.1875" + 0.125" bleed on all sides)
¼ Page vertical (non-bleed)	3.375" x 4.75"



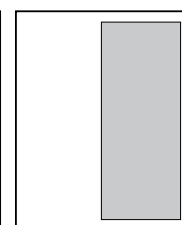
2 Page Spread



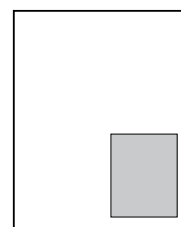
Full Page



½ Page Horizontal



½ Page Vertical



¼ Page Vertical

Acceptable File Format

- Please supply a hi-res print-ready PDF/X-1a file.
- Must be minimum 300 dpi.
- View specifications at swop.org or adobe.com (search on PDF/X compliance).
- Crop marks and color bars should be outside printable area (0.125" offset).
- All fonts must be outlined or embedded.
- Only one ad page per PDF document.

Color

- Color ads must use CMYK process color format only.
- Ink density not to exceed 300%.
- All colors must be converted to CMYK process color format. No RGB, LAB, Pantone or Spot colors will be accepted.
- Black text 12 pt. or smaller—black only. (C=0%, M=0%, Y=0%, K=100%)

Proofs

A color proof printed at 100% with registration marks and color bars must accompany all color ads. For contract color: Kodak Approval, Final Proof, Match/Print or other SWOP-certified color proof. View specifications online at swop.org. The publisher will not be held responsible for color running incorrectly if a color proof is not submitted by the advertiser. Failure to follow these guidelines may require additional time and charges and/or sacrifice reproduction predictability.

The publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication. Send proofs to GLC, Attn: Production, 9855 Woods Drive, Suite 105, Skokie, IL 60077.

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TRS DIGITAL AD RATES

Web Ad Rates	
Leaderboard	\$475 for 30 days
Square	\$350 for 30 days

e-Newsletter Ad Rates	
Horizontal Banner	\$850 per issue

TRS DIGITAL AD SPECS

Website Advertising

Web Ad Size	
Leaderboard	728px x 90px
Square	300px x 250px
Rectangle* (reduction of ad for smartphone, max. file size: 20kb)	300px x 50px

*If you wish to have your leaderboard and square ads appear on the mobile version of the website, you must provide a rectangle-size version of the ad. If rectangle version is not provided, ads are not guaranteed to be visible on tablets and will not be supported for smartphones.

Note: Website and mobile ads are designed to work across all modern browsers, but display support will vary across networks and firewall configurations.

TRS e-Newsletter Advertising

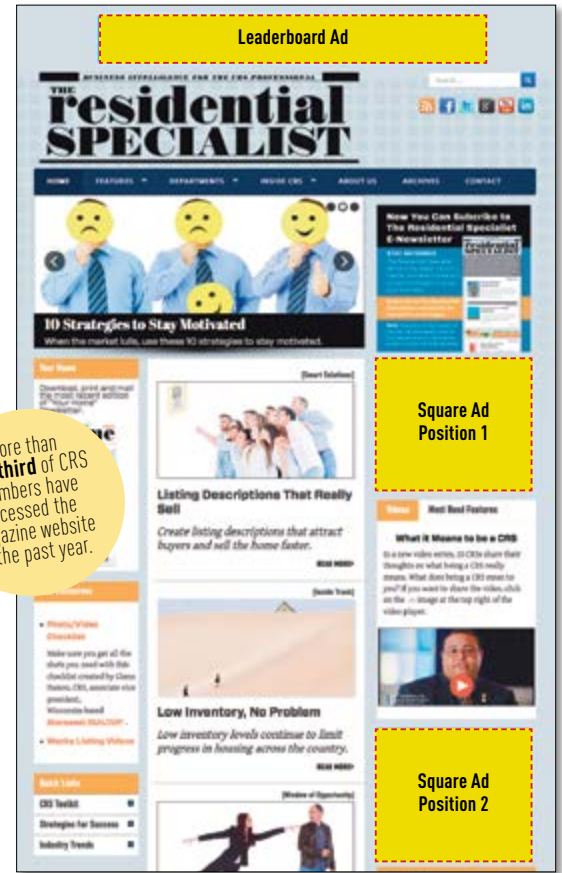
Note: Frequency of TRS e-Newsletter blast is 6x per year.

e-Newsletter Ad Size	
Horizontal Banner	468px x 60px

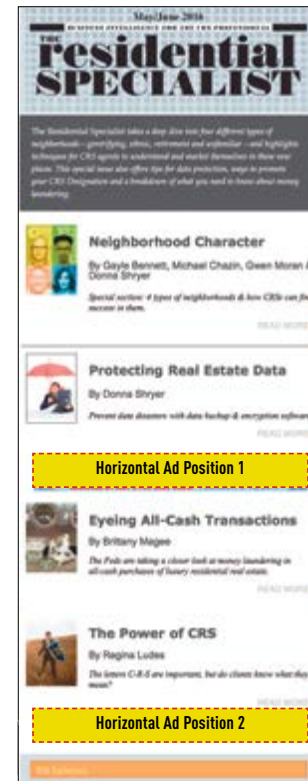
File Requirements for Web and e-Newsletter Ads

- ➔ RGB color format
 - ➔ Resolution must be 72 pixels per inch (ppi)
 - ➔ Acceptable file formats: jpg, png, gif
 - ➔ Maximum file size is 40kb
 - ➔ Click tags OK
- Note:** Include one URL link for each digital ad submitted.

More than
one-third of CRS
members have
accessed the
magazine website
in the past year.



trsmag.com



The Residential Specialist E-Newsletter

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EDUCATION

CRS education is the best the industry has to offer. It has been the blueprint for real estate training for more than 40 years.

Our students are committed leaders and up-and-coming industry stars who invest more in their business and their clients. They are looking for solutions to help their businesses thrive.



1 Live and Online CRS Courses

CRS offers hundreds of live and online courses throughout the year, reaching thousands of top-producing, professional agents who have committed to advancing their career through continuing education. A complete listing of our live and online courses is available at: crs.com/education. Sponsorship of certain live and online courses may be available. Please inquire if interested.

Course Materials

Co-branding on educational materials	\$750 per course
Co-branding on marketing materials (print and online)	\$500 per course
Includes social media promotion	



2 Webinars

We deliver four or more live webinars a month, led by the top experts in the field. All webinars are recorded and archived for purchase for one year. Sponsors may choose to create content for delivery or co-brand CRS-created content.

Sponsored Vendor Webinars

One per quarter available	\$5,000
Vendor-created content	
Educational in content	
Must be approved by CRS prior to launch	
CRS-hosted	
Co-branding on marketing materials (print and online)	
Includes social media promotion	
Promoted to vendor database	

Sponsored CRS Webinars

One per month available	\$2,500
CRS-created content	
Co-branding on marketing materials (print and online)	
Includes social media promotion	
Co-branding on slide template	
Dedicated slide at end of webinar	
Moderator/vendor has up to five minutes for Q & A or pitch	
Promoted to vendor database	

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EVENTS

CRS agents are about networking and relationship-building. If you're seeking

a word-of-mouth community that brings loyal customers back over and over again, this is your audience. Sponsor a CRS event, and get in front of the best in the industry in real time.



1 Biannual Networking and Educational Events

Our annual governance meetings take place in conjunction with NAR's twice a year, and we offer our own live educational sessions and social events. 250–500 industry thought leaders are anticipated at each of these annual meetings.

Annual Meetings (May/November)

Custom educational content delivery or presentation

Networking event sponsorship

Customized pricing on request

2 CRS Week

CRS Week, to be held in September 2017, will be a special week to promote the Council and our CRS Designees by offering education and activities for our members, consumers and agents. With a strong mix of involvement on both the national and local levels, CRS Week reaches approximately 30,000 individuals.

CRS Week (September 2017)

Cost **\$7,000**

Three webinars available

Webinar (vendor-created content)

Educational in content

Must be approved by CRS prior to launch

Co-branding on marketing materials (print and online)

Includes social media promotion

Name and logo listed as Sponsor on CRS Week landing page

Promoted to vendor database

3 Sell-a-bration® 2018

Sell-a-bration® is the only event in the industry that is specifically for CRS Designees, candidates and those interested in improving their business through world-class education. This annual event attracts hundreds of top-producing REALTORS® who are seeking to improve their business and increase their referral networks through high-quality education and networking.

There are many affordable ways to reach this coveted audience comprising top-producing REALTORS®. CRS is open to other creative ideas to reach our members and welcomes your ideas. Please contact Chuck Gekas, Director of Business Development at cgekas@crs.com or **312.321.4443** to discuss what you may have in mind, such as sponsoring this event.

Sell-a-bration® 2018

Product Offering	Cost	Product Offering	Cost
Booth	\$2,200	Lanyards	\$5,000
Tech Zone session	\$6,500	Breakfast & Breaks	\$4,000
Welcome Reception	\$6,500	Email Packages	\$3,000
Registration Bags	\$6,000	Mail Package	\$2,000

Sell-a-bration® 2018 Program Book

Full-Page Advertisement (Outside Back Cover)	\$1,000
Full-Page Advertisement (Inside Front or Back Cover)	\$800
Full-Page Advertisement	\$300
Half-Page Advertisement	\$175

Specifications:

Inside front cover: 5" x 8.5" (+0.25" bleeds on all sides). Full color.

Back cover and inside back cover: 5.5" x 8.5" (+0.25" bleeds on all sides). Full color.

1/2 page B&W island: 4" wide x 3.5" tall.

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Council of Residential Specialists
The Proven Path To Success

crs.com 430 North Michigan Ave., Suite 300, Chicago, IL 60611-4092 trsmag.com



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