

2022

MEDIA KIT



Houston
Association
of REALTORS®

The Houston Association of REALTORS® offers diverse marketing channels with which to reach your target audience and increase your return on investment.

ABOUT HAR

HAR.com is a household name in the greater Houston area and is considered to be the most successful public MLS site in the country. The award-winning website for the 47,000 members of the Houston Association of REALTORS® has long been sought out by advertisers eager to reach its targeted and engaged audience.

The Houston Association of REALTORS® offers diverse marketing channels with which to reach your target audience and increase your return on investment.

HAR Member Demographics

The Houston Association of REALTORS® is the largest trade association in the greater Houston area and the second largest local REALTOR® association in the nation.



47,000

Residential and Commercial
REALTORS® and Affiliate Members

- 6,275 multi-lingual members, speaking more than 97 languages
- 1,500 Commercial Gateway Members

YOUR MARKETING
MESSAGE WILL REACH
OUR 47,000 MEMBERS.

To build an effective marketing strategy with HAR, use targeted messaging to reach your optimal audience.



PUBLICATION BENEFITS AND CROSS-PROMOTION

- Houston's most prestigious industry publication
- BTSAs welcome
- Additional promotion through general content editorials with promotion of company on editorial byline with picture, e-mail address and phone number
- Additional promotion of events and special information from developers and builders in the *Houston REALTOR®* Ground Breakers segment
- Additional promotion through outside media sources (ie: promotion of your company to media source in green article concept)
- Additional promotion through HAR's flatscreen display in heavily trafficked central office
- Additional promotion through HAR social media outlets, such as Twitter & Facebook

H O U S T O N
REALTOR

In each issue, you'll find articles about:

- Technology
- Governmental Affairs
- MLS Release
- TREPAC
- Professional Development
- Communications
- HAR Global
- Commercial Gateway



Houston REALTOR® Magazine

Full Page: 9.25 x 11.125 (Full Bleed) 8 x 9.875 (Non Full Bleed)	Half Page: 8 x 4.75 (Horizontal) 1/4 Page: 3.75 x 4.75 1/8 Page: 3.75 x 2.25 1/8 Page: 3.75 x 2.25	Half Page: 3.75 x 9.875 (Vertical) 1/3 Page: 2.5 x 9.875
---	--	--

Houston REALTOR® Advertisement Size Specifications

Insertions		1X	3X	6X	12X
Full Page	9.25" x 11.125" (Full Bleed) • Artwork required: 9" x 10.875" (Trimmed)	\$1,500	\$1,400	\$1,300	\$1,200
	8" x 9.875" (NON Full Bleed)				
Half Page	8" x 4.75" (Horizontal)	\$1,200	\$1,100	\$1,000	\$900
	3.75" x 9.875" (Vertical)				
1/3 Page	2.5" x 9.875"	\$ 900	\$ 800	\$ 700	\$ 600
Quarter Page	3.75" x 4.75"	\$ 700	\$ 600	\$ 500	\$ 400
1/8 Page	3.75" x 2.25"	\$ 500	\$ 400	\$ 300	\$ 200

All artwork files should be submitted in the following:

Full-4 Color Process CMYK, 300 DPI screen resolution, .tif/.jpeg/.eps/.pdf file format, flattened and camera ready, and built to exact dimensions. We DO NOT accept Powerpoint, Pagemaker, or Word documents. We do not recommend the use of web images in your ads. If you have any additional questions, please feel free to contact Cathy Armstrong at cathy@har.com.

These rates are non-commissionable. Multiple insertion rates are based on consecutive insertions. Specific page reservations require an additional \$400 charge.

ADVERTISING GUIDELINES

- BTSA statements may be run by advertisers provided that the following statement is included in all advertising: "In accordance with Texas Occupations Code Sec. 1101.651(b), all broker's fees, including BTSAs, are payable to a real estate broker directly and not to a licensed salesperson."
- HAR will not publish statements by advertisers which may disparage other real estate companies or that may use copyrighted real estate company names without the company's authorization.
- HAR makes no testament to the qualifications of the businesses advertising in the *Houston REALTOR®* magazine publication. Questions regarding professional standards by advertising should be reviewed with the Better Business Bureau at (713) 868-9500.
- HAR will not accept or print advertising organization that has an outstanding unpaid account for previous ad submissions.
- HAR reserves the right to reject any advertisement and refund any money paid for that advertisement.



Houston REALTOR® Magazine

Today's Date	
Company	
Contact	
Agency (if applicable)	
Agency Email	
Art Contact	
Art Phone#	
Ad Size	
Number of Insertions	
Start Date	
Additional Info	
Billing Contact	
Billing Address	
Billing Phone	
Billing Email	
Total Contract Amount	

The *Houston REALTOR®* is a 52-page monthly publication produced in digital format. The publication is delivered via email to our 46,000+ members and is also hosted on HARConnect. The magazine is available in PDF, desktop and mobile via iOS and Google download.

HOUSTON REALTOR ADVERTISING GUIDELINES

- **All multiple insertion discounts are based on consecutive insertions.** In the event the agreed number of insertions is not completed by the advertiser, the advertiser will be billed for any advertisements that have already run at the 1X rate for each insertion. If that payment is not received within 30 days, the advertiser agrees that it will be financially liable for the cost of the full number of insertions agreed here, at the rate agreed here, regardless of whether new art is provided
- All copy and advertising materials are due to HAR by the 1st of each month prior to the cover date. In the absence of new art, *Houston REALTOR®* will rerun the previous ad.
- All ads must have a signed contract order before they will run.
- The Houston Association of REALTORS® reserves the right to reject any advertisement and refund any money paid for that advertisement.

Payment is due for the first and last ad before publication to:

**Houston Association of REALTORS®
Attn: Houston REALTOR® Advertising
3693 Southwest Fwy.
Houston, TX 77027-7597**

I agree to the above terms and understand that verbal agreements are non-binding

QUESTIONS?

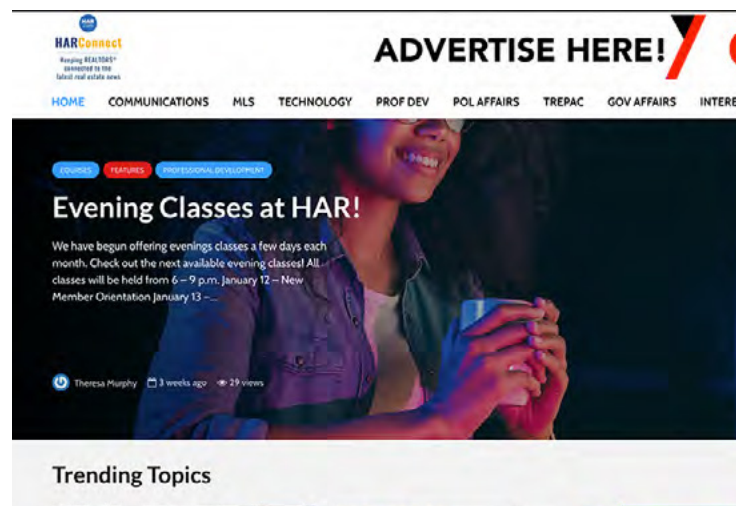
Email advertising@har.com

Authorized Signature	
Name/Title	
Date	

Providing broad reach at low cost, HARConnect delivers the latest in industry news and technology information to thousands of HAR members. Every issue contains links to some of the latest real estate news.

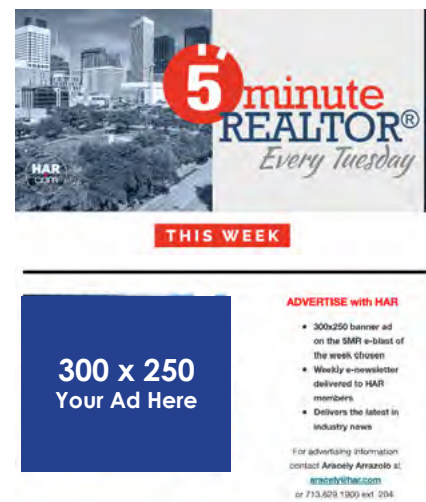
HARConnect.com | Online Member Communications Site

- 24/7 Information feed of member/industry-related news on HARConnect.com
- Animation welcomed on banner advertising
- Additional promotion through general content editorials
- Additional promotion through outside media sources (ie: promotion of your company to media source in green article concept)
- Additional promotion through HAR's flatscreen display in heavily trafficked central office
- Additional promotion through HAR social media outlets, such as Twitter & Facebook



5 MINUTE REALTOR® BANNER ADS

Providing broad reach at low cost, HAR's **5 Minute REALTOR®** delivers the latest in industry news and technology information to thousands of HAR members. Every issue contains links to some of the latest real estate news.



Direct email to 46,000+ members each week!

HARCONNECT (COMMUNICATION/NEWS WEBSITE)

- ☐ Main Content Banner (300 x 250) - \$600 per month
- ☐ Top 'Leaderboard' Banner (728 x 90) - \$300 per month

5-MINUTE REALTOR® (WEEKLY E-MAIL NEWSLETTER)

- ☐ Weekly Live E-mail Banner (200 x 300) - \$500 per week
 - Reserve your week/month to be featured

Advertiser: _____

Agency: _____

Contact: _____

Address: _____

City / St / Zip: _____

Company URL: _____

Phone: _____

E-mail: _____

Payment must be received before ad is loaded online. Prices are subject to change until the receipt of agreement and payment. Make checks payable to Houston Association of REALTORS®. Please contact your HAR Representative for online payment options.

Specifications & Guidelines:

- File size may not exceed the specified pixel sizes.
Formats: Flash(.swf), Animated(.gif), or .jpeg.
E-mail the banner artwork to cathy@har.com.
- The Houston Association of REALTORS® reserves the right to reject any banner advertisement for any reason and refund any money paid for that advertisement.
- This written agreement sets forth the entire agreement between HAR and supersedes all other understandings or agreements whether written or oral. I acknowledge upon signing this contract that I have read and accept the terms and conditions of this contract. HAR makes no representation as to the number of hits or visits an advertiser may receive from their banner ad. Banner fees are non-refundable.

Authorized Signature: _____

Date: _____



www.HARConnect.com

Ad placement can be customized for your marketing needs.

To discuss personalized ad placement, email: advertising@har.com

For additional information about online advertising, email: advertising@har.com

Mail contract and check to:
HOUSTON ASSOCIATION OF REALTORS®
Attn: Advertising
3693 Southwest Fwy., Houston, TX 77027-7597

For Internal Use
Date pmt rec'd: _____
Ad posted: _____



HAR'S SOCIAL SUITE

NEW



ADVERTISE WITH US

#MemberFocusMonday

HAR's *Weekly* Facebook Live Session

- Logo presence during Facebook live session
- Company mention during Facebook live session
- Stay connected and follow us every Monday morning at 9 a.m. to hear from weekly guest speakers covering hot real estate topics
- Please submit a video to be played at the end of the show.
 - HD
 - .mp4 or .mov format
 - 60 seconds or less
 - Landscape mode only.No vertical videos please.

On the Move | Podcast

- Company mention during Podcast
- Developed for our members
- Covers everything from homes sales to hot topics in the real estate industry

Providing broad reach at low cost, HAR's #MemberFocus Monday, On the Move podcast, HARConnect.com, the 5MR and Insights deliver the latest in industry news and information to our thousands of HAR members. Be a part of the latest in the industry and reach out to our +46,000 membership base. HAR's Social Suite is a **weekly** sponsorship. Savings available for multiple sponsorships.

5MR & Insights

- 300x250 Banner ad on the 5MR e-Blast of the week chosen
- Weekly E-Newsletter delivered to all HAR Members
- Delivers the latest in industry news

HARConnect.com

- 300x250 Digital Banner ad on podcast home page for one month
- Online HAR members communications site
- 24/7 Information feed of member/industry-related news

For more
information
contact:

cristina@har.com



HAR SOCIAL SUITE Contract

Providing broad reach at low cost, HAR's **#MemberFocus Monday**, **On the Move** podcast, **HARConnect.com**, **5MR** and **Insights** emails deliver the latest in industry news and information to our thousands of HAR members. Be a part of the latest in the industry and reach out to our +47,000 membership base. HAR's Social Suite is a weekly sponsorship. Savings available for multiple sponsorships.

Today's Date	
Company	
Contact	
Agency (if applicable)	
Agency Email	
Art Contact	
Art Phone #	
Number of Weeks	
Start Date	
Billing Contact	
Billing Address	
Billing Phone	
Billing Email	
Total Contract Amount	

\$1,200 Weekly | You Get:

#MemberFocusMonday

HAR's Weekly Facebook Live Session

- Logo presence during Facebook live session
- Company mention during Facebook live session
- Submit a video to be played at the end of the show.
 - HD
 - .mp4 or .mov format
 - 60 seconds or less
 - Landscape mode only. No vertical videos please.

On the Move Podcast

- Company mention during Podcast

5MR & Insights Emails

- 300 x 250 banner ad on 5MR e-blast of the week chosen
- 300 x 250 banner ad on Insights e-blast of the week chosen

HARConnect

- 300 x 250 banner ad on podcast home page for one month

.....

I agree to the above terms and understand that verbal agreements are non-binding

QUESTIONS?

Cristina Schaefer, HAR Social Media Director
cristina@har.com

Authorized Signature	
Name/Title	
Date	

HAR Communications Team

The Communications department cultivates sponsorship opportunities for HAR.com, Houston REALTOR® magazine as well as special events, and assists in producing presentations for Association leadership.



CONTACT US

Advertising

advertising@har.com

Sponsorship

sponsorship@har.com

Chief Communications Officer

Matt Burrus (713) 629-1900 ext. 1155
matt@har.com

Director of Social Media

Cristina Schaefer (713) 629-1900 ext. 1257
cristina@har.com

Marketing Manager

Brittany Aucion (713) 629-1900 ext. 1256
brittany.aucion@har.com

Public Relations Manager

David Mendel (713) 629-1900 ext. 1258
david.mendel@har.com

Graphic Designers

Cathy Armstrong (713) 629-1900 ext. 1292
cathy@har.com

Andrea Hennekes (713) 629-1900 ext. 1293
andrea@har.com

Let us help you with your marketing/advertising needs.