


NaborhoodNews

Advertising in the e-newsletter is a great opportunity to reach NABOR members by email every month for an entire year. Your advertisement is delivered directly to each member's inbox which generates exposure for your business and connects with prospects having the greatest need and interest in your product or service. We offer only a total of six ad spots on our e-newsletter, so contact us ASAP to secure one of those six coveted annual contracts. They sell out fast!

REALTORS® are much more likely to remember and recognize you if they see your ad appearing regularly. Make advertising in the e-newsletter part of your marketing plan to get on every member's radar screen.

Advertisers are limited to only 6 NABOR members per year on a first come – first serve basis, so please contact us by May19th to secure your ad space for the June 1, 2009 annual contracts.



The screenshot shows the Naborhood News e-newsletter interface. It features a header with the NABOR logo and the title 'Naborhood News'. Below the header, there are two main columns: 'Press Releases and Market Statistics' and 'Quick Links'. The 'Press Releases and Market Statistics' column contains several articles with titles like 'Sales Up, Inventory Down For Fifth Consecutive Month', 'Don't let your membership automatically terminate...', 'July 17, 2008 Board of Directors Actions...', 'NABOR News Magazine Update...', 'SUPRA Contract Extended One Year...', 'WyldFyre Contract Extended One Year...', and 'RPAC Contributors by Award Level as of July 2, 2008'. The 'Quick Links' column lists various categories such as 'MLS Issues', 'Supra Corner', 'New Members', 'Favorite Websites', 'Sponsorships', 'Committee Updates', 'Committee Descriptions', and 'Serve on a FAR Committee!'. There are also small images of real estate magazines and a 'FIRST BOSTON TITLE' logo.

Distribution: Monthly, to almost 4000 NABOR members
 Delivery Rate: 95% average
 Open Rate: 31.2% average
 Click Through Rate: 32.3% average
 Source: Constant Contact, Inc. 2009

Ad Specifications:
 Resolution: 72 DPI
 Format: GIF, JPG or PNG
 MAX: 100KB, 600 pixels wide or less
 URL: Please provide the URL address to link your ad to

To place an ad or request additional information, please contact Kari at 239-597-1666 or email her at Kari@NABOR.com

2009 e-Newsletter Advertising Rates/One Year Contracts Only

Format	Annual Rate	Ad Size
Cube 1	\$1200	143 x 124 pixels
Cube 2	\$1200	143 x 124 pixels
Cube 3	\$1200	143 x 124 pixels
Cube 4	\$1200	143 x 124 pixels
Cube 5	\$1200	143 x 124 pixels
Horizontal Bottom Banner (NEW)	\$1200	600 x 60 pixels

