

2015 MARKETING OPPORTUNITIES



Our Members Are Your Best PROSPECTS

Start Building Stronger Business Relationships Today.

REBA News is the official paper of the Real Estate Bar Association for Massachusetts. Almost 10,000 Massachusetts attorneys get their copy on their desk six times throughout the year. In addition to 2,500 REBA member subscriptions, REBA News is now distributed to over 7,000 subscribers of the Massachusetts Lawyers Weekly newspaper. You'll reach a total readership estimated at 18,000.

Advertising in REBA News allows you to reach an incredibly valuable audience of real estate lawyers through Massachusetts Lawyers Weekly, in addition to all REBA members. These professionals turn to the paper for advice on business development and business management and they rely on the valuable content, which includes in-depth analysis and member input. Advertising in REBA News allows you to connect with the leaders of Massachusetts legal community and increase your market share and grow your business.

SAVE!

CONTRACT ADVERTISERS IN REBA NEWS RECEIVE \$250 OFF BOOTH SPACE IN EACH REBA CONFERENCE, HELD IN MAY AND NOVEMBER.



To learn more about **REBA News** or to customize a marketing program unique to your business needs, call 617-896-5307 or email advertising@thewarrengroup.com.

MEDIA SOLUTIONS

> PRINT

Bi-Monthly Newspaper
REBA News

> DIGITAL

Digital Delivery Emails



In Partnership with the Real Estate Bar Association for Massachusetts

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DIGITAL DELIVERY EMAILS

Each issue of REBA News will be delivered by email as a digital version with issue highlights surrounded by quality advertising positions.

Ad	Pixels	Price
Top & Bottom Banner Both Positions Top and Bottom	728x90	\$195
Rectangle	300x250	\$295

Digital editions are delivered by a dedicated email that will highlight the top stories and open the high-quality, page turning and mobile ready issue with no additional links or clicks. **All URLs and email addresses are live within the digital version.** Prices are per issue.

PRINT ADVERTISING RATES

Ad Size	1 Time	4 Times	6 Times
Full Page 10" X 15.375"	\$2,570	\$2,055	\$2,395
Half Page V. 4.875" X 15.375" H. 10" X 7.5"	\$1,799	\$1,440	\$1,555
Quarter Page 4.875" X 7.5"	\$1,155	\$925	\$960
Eighth Page 4.875" X 3.75"	\$770	\$615	\$600
Back Cover 10" X 15.375"	n/a	\$2,715	\$2,305

Color included at no additional charge

2015 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
January-February	12/18	12/26	1/20
March-April - Spring Conference	2/26	3/5	3/23
May-June	4/23	4/30	5/18
July-August	6/25	7/2	7/20
September-October - Fall Conference	8/28	9/4	9/21
November-December	10/30	11/6	11/23