

2014 Media Kit



ARIZONA SCHOOL OF
REAL ESTATE & BUSINESS
QUALITY EDUCATION SINCE 1969

ARIZONA JOURNAL OF Real Estate & Business® SINCE 1987



CONTACT THE PUBLISHER

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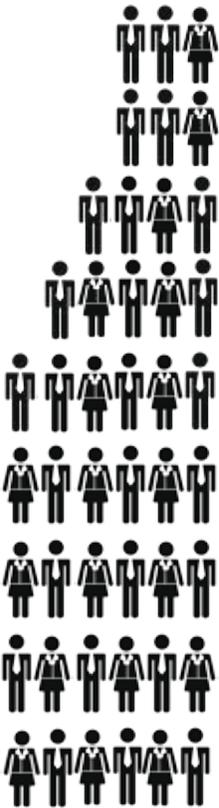
Connect with YOUR target audience in the Housing Industry

MONTHLY REACH



The Arizona Journal of Real Estate & Business contains information on the most up-to-date industry statistics, legal issues, success tips, legislation updates and other data vital interest to the housing and business industries. A number of helpful advice articles are published in the journal each month. Our experienced columnists are some of the most reputable attorneys, brokers, CPAs, government officials and business professionals in the state of Arizona.

The Journal also contains a monthly course schedule with various discount packages designed to meet the needs of new pre-license students and continuing education professionals in the housing industry. We are proud that our Journal is acclaimed as a primary reference tool for business professionals for almost 30 years.



The Journal has a subscriber base of **40,000** mailed copies & **50,000** digital copies and growing.



Real Estate

- Residential
- New Home Sales
- Property Management
- Commercial
- Business Brokerage
- Land Sales
- Time Shares

Affiliated Industries

- Mortgage Brokers
- Loan Originators
- Loan Processors
- Appraisers
- Home Inspectors
- General Contractors
- Title Agencies
- Insurance Agents

Other

- CPA's
- Attorneys
- Community Leaders
- Government Officials
- Business Professionals

EXCLUSIVE BENEFITS



Additional Benefits of Advertising in the Arizona Journal of Real Estate & Business®			Contract Minimum
1	Online Advertising	Your ad appears on the online version of the Journal via ZMAGS – go to www.asreb.com and click on the Journal page.	<div style="display: flex; flex-direction: column; align-items: center; justify-content: center;"> <div style="background-color: #d9ead3; padding: 5px; margin-bottom: 5px;">1 MONTH</div> <div style="background-color: #5cb85c; padding: 5px; margin-bottom: 5px;">3 MONTHS</div> <div style="background-color: #337ab7; padding: 5px; margin-bottom: 5px;">6 MONTHS</div> <div style="background-color: #e67e22; padding: 5px;">12 MONTHS</div> </div>
2	Free Bulletin Board Advertising	Post your business flyers on our Bulletin Board at the Scottsdale and Gilbert Campus.	
3	Market Edge Series	One complimentary ticket to each Market Edge Series with Bill Gray (upon request).	
4	Preferred Partner	Your logo thumbnail appears on the ASREB website with a direct link to your site.	
5	Free Monthly Recruiting List	Receive an opt-in list of current graduates looking for employment (Real Estate Brokers Only).	
6	Sponsor Events	First right of refusal to purchase and attend as a sponsor at ASREB Career Expos, seminars, and other career events.	
7	Seminar Series	Two complimentary tickets for our featured monthly seminar (per request).	
8	Partnership To Success Institute	First opportunity for partnership in The Success Institute.	
9	Article Authorship	May submit industry-related articles for consideration to be published in the Journal.	

The more months
you advertise, the
more benefits you
receive!

DEADLINES / CIRCULATION DATES



Journal Issue Month	Cover Features	Ad Deadline	Circulation Dates
January	Tax Liens	11/20/13	12/15/13 - 1/31/14
February	Contract Writing	12/20/13	1/15/14 - 2/28/14
March	Asset Protection	1/20/14	2/15/14 - 3/31/14
April	Property Management	2/20/14	3/15/14 - 4/30/14
May	Find It, Fix It, Flip It Energy Urgency	3/20/14	4/15/14 - 5/31/14
June	Commissions	4/20/14	5/15/14 - 6/30/14
July	50 Ways To Lose A Listing- As In SOLD Write It Right or Lose The Right	5/20/14	6/15/14 - 7/31/14
August	Scams, Frauds & Fools	6/20/14	7/15/14 - 8/31/14
September	Write It Right or Lose The Right	7/20/14	8/15/14 - 9/30/14
October	HOA's - The Good, The Bad, The ... Selling Luxury Homes	8/20/14	9/15/14 - 10/31/14
November	Market Forecast for 2015	9/20/14	10/15/14 - 11/30/14
December	Find It, Fix It, Flip It	10/20/14	11/15/14 - 12/31/14

FORMAT REQUIREMENTS



Accepted File Formats

- Adobe Acrobat .pdf file, high resolution with all fonts embedded, and CMYK color.
- TIFF or EPS files, fonts converted to outline.
- Resolution: 300 dpi/final size.

PITFALLS TO AVOID WHEN DESIGNING FILES FOR NEWSPRINT:

- Avoid using rich blacks or four color blacks.
- Avoid using borders, when possible.
- Do not use 10 point san-serif type, 18 point serif or light sans fonts.
- Do not use font size under 10 point.
- Back-to-back four color.
- Large solid areas of color: keep total ink coverage below 260%.



AD SIZES / PRICES



Cost Per Issue **C = Color Rates** **G = Glossy Rates**

	Size	12 Month	6 Month	3 Month	1 Month
1	9.5" W x 10.5" L Full Page	C - \$2070 G - \$2587	C - \$2394 G - \$2992	C - \$2518 G - \$3147	C - \$2652 G - \$3315
2	5.6" W x 10" L 3/5 Vertical	C - \$1236 G - \$1545	C - \$1416 G - \$1770	C - \$1488 G - \$1860	C - \$1584 G - \$1980
3	9.5" W x 5.275" L ½ Horizontal	C - \$1020 G - \$1275	C - \$1176 G - \$1470	C - \$1236 G - \$1545	C - \$1296 G - \$1620
4	3.0" W x 10.5" L C Size	C - \$816 G - \$1020	C - \$1176 G - \$1470	C - \$984 G - \$1230	C - \$1032 G - \$1290
5	3.0" W x 7.5" L 3/10 Vertical	C - \$612 G - \$765	C - \$702 G - \$877	C - \$738 G - \$922	C - \$780 G - \$975
6	5.5" W x 5.0" L 3/10 Square	C - \$612 G - \$765	C - \$702 G - \$877	C - \$738 G - \$922	C - \$780 G - \$975
7	3.0" W x 5.2" L 1/5 Vertical	C - \$414 G - \$517	C - \$480 G - \$600	C - \$510 G - \$637	C - \$540 G - \$675
8	5.5" W x 3.7" L 1/5 Horizontal	C - \$414 G - \$517	C - \$480 G - \$600	C - \$510 G - \$637	C - \$540 G - \$675
9	3.5" W x 2.5" L 1/10 page	C - \$300 G - \$367	C - \$336 G - \$420	C - \$360 G - \$450	C - \$396 G - \$495
10	3.5" W x 2.0" L Business Card	C - \$180 G - \$225	C - \$210 G - \$262	C - \$240 G - \$300	C - \$270 G - \$337



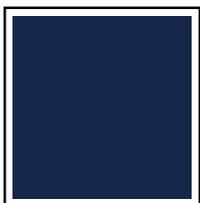
Inside Cover



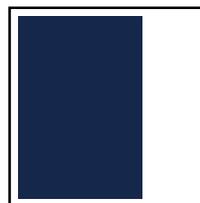
Back Page



Full Page



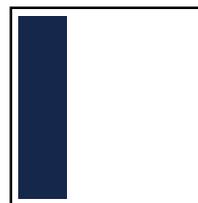
3/5 Vertical



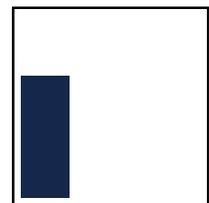
½ Horizontal



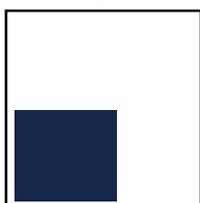
C Size



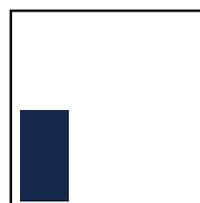
3/10 Vertical



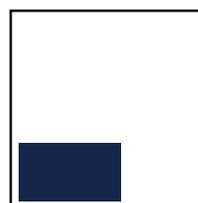
3/10 Square



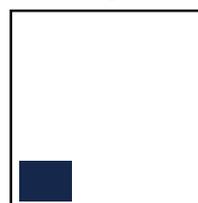
1/5 Vertical



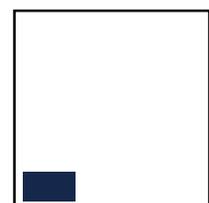
1/5 Horizontal



1/10 page



Business Card



SEMINAR SPONSORSHIPS



An average of
200+
people attend
each seminar.



Seminar Date	Campus Location	Topic	Cost	Payment Due
June 27, 2014	Scottsdale	Commissions	\$250	6/15/14
July 25, 2014	Scottsdale	50 Ways To Lose A Listing	\$250	7/15/14
August 1, 2014	Gilbert	The 4C's of Contract Writing	\$250	7/15/14
August 22, 2014	Scottsdale	Scams, Frauds, & Fools	\$250	8/15/14
September 26, 2014	Scottsdale	Write It Right Or Lose The Right	\$250	9/1/14
October 3, 2014	Gilbert	HOA's - The Good, The Bad, The ...	\$250	9/1/14
October 17, 2014	Scottsdale	Selling Luxury Homes	\$250	10/5/14
November 21, 2014	Scottsdale	Market Forecast 2015	\$250	11/15/14
December 12, 2014	Scottsdale	Find It, Fix It, Flip It	\$250	12/15/14

BULLETIN BOARD ADVERTISING



500+
students per
month in our
building

Students often take flyers from our bulletin board as a resource. A plastic bin is required to hold your flyers.



Issue Date	Cost	Payment Due	Dates ad on Board
January	\$50	1/1/14	1/1/14 - 1/31/14
February	\$50	2/1/14	2/1/14 - 2/28/14
March	\$50	3/1/14	3/1/14 - 3/31/14
April	\$50	4/1/14	4/1/14 - 4/30/14
May	\$50	5/1/14	5/1/14 - 5/31/14
June	\$50	6/1/14	6/1/14 - 6/30/14
July	\$50	7/1/14	7/1/14 - 7/31/14
August	\$50	8/1/14	8/1/14 - 8/31/14
September	\$50	9/1/14	9/1/14 - 9/30/14
October	\$50	10/1/14	10/1/14 - 10/31/14
November	\$50	11/1/14	11/1/14 - 11/30/14
December	\$50	12/1/14	12/1/14 - 12/31/14

CAREER EXPO BOOTH RENTAL



Meet face to face with ASREB students and prospects that are looking to get into real estate. All advertisers are given first right of refusal to purchase a booth at this event.

Expo Date	Cost	Payment Due
February 18 Scottsdale	Real Estate Broker \$400	2/1/14
May 20 Scottsdale	Real Estate Broker \$400	5/1/14
August 19 Scottsdale	Real Estate Broker \$400	8/1/14
November 18 Scottsdale	Real Estate Broker \$400	11/1/14



MONTHLY STUDENT RECRUIT LIST



Receive an opt-in list of current graduates looking for employment. (Real Estate Brokers Only).

Issued Date	Cost	Payment Due	Lists Received
January 20 February 20 March 20	\$120	1/6/14	February March April
April 21 May 20 June 20	\$120	4/7/14	May June July
July 21 August 20 September 22	\$120	7/7/14	August September October
October 20 November 20 December 22	\$120	10/6/14	November December January



TESTIMONIALS



“ The Arizona Journal of Real Estate & Business has been by far our most effective marketing tool for our law firm. I am constantly receiving compliments about our articles in the Journal, and I am amazed as to how many people actually read the publication. Even more importantly, the target audience is exactly the type and quality of business people we want to reach. ”

Thomas Stoops

Stoops, Denious, Wilson & Murray P.L.C.
Thomas Stoops has been an advertiser and columnist of the Arizona Journal of Real Estate & Business since it's first publication in 1987.

“ There is more meat in a single issue of the Arizona Journal of Real Estate & Business than in all the other trade publications together. As a real estate broker-counselor and educator, I find the Journal highly informative and an essential ingredient to the successful practice of real estate in Arizona. ”

Edwin J. Ricketts

Ricketts Real Estate & Consulting

“ About 3 years ago we started to advertise with the Journal and I must say it was the best decision we made as a company. My Home Group has grown exponentially since that time and the Journal played a crucial part in helping us do so. The amount of exposure the Journal gives us is amazing. Every single month the traffic and buzz about our company expands... The staff at the Arizona School of Real Estate & Business are extremely supportive in what we do and very pleasant to work with. Everyone there should be proud of what they are doing and how they help not only us, but other brokerages and real estate professionals in Arizona succeed. ”

Mark Hutchins

REALTOR®, Owner My Home Group