



THE HUDSON
GATEWAY
ASSOCIATION
OF REALTORS®

media
guide &
PARTNERSHIP

kit

2019

CREATING CONNECTIONS
TO HELP YOUR BUSINESS THRIVE

AFFILIATE MEMBERSHIPS
MARKETING
EVENT SPONSORSHIPS
REAL ESTATE IN-DEPTH ADVERTISING



ABOUT HGAR

AFFILIATE MEMBERSHIPS

REAL ESTATE IN-DEPTH

EDITORIAL CALENDAR

PRINT & DIGITAL RATES

The Hudson Gateway Association of REALTORS® (HGAR) one of the largest real estate trade associations in the nation, has a current membership of over 12,000 encompassing Westchester, Putnam, Rockland and Orange Counties, the Bronx and Manhattan.

By launching a strategic partnership with HGAR, you'll get a direct connection to the drivers of the real estate industry in the lower Hudson Valley region as well as New York City.

We are committed to helping you develop relationships and expand your business by offering you a variety of growth-building opportunities: Affiliate Membership, Networking at our many events, Sponsorships of our Expos and Galas, and marketing through our award-winning publications, *Real Estate In-Depth* and RealEstateInDepth.com.

Founded in 1926 as The Westchester REALTOR®, *Real Estate In-Depth* is the **only** real estate trade publication covering the lower Hudson Valley, as well as the Bronx and Manhattan. We report on residential and commercial real estate, economic development, market stats, industry trends, legislative and business news, and anything involving real estate.

Our monthly newspaper has a distribution of over 14,000 and our online version covers breaking news and is available 24/7 at RealEstateInDepth.com. Our readers comprise real estate and related business professionals, as well as regional government and economic development leaders.

Real Estate In-Depth is the true voice of real estate in our region and allows you to reach a highly-targeted group of professionals to help you continue to build your brand and your business.

We look forward to working with you.

YEAR
FOUNDED

1916

as the
Westchester County
Board of REALTORS®

MERGERS

2009

Merged with Putnam County Association
of REALTORS® to become the Westchester/
Putnam Association of REALTORS®

2012

Merged with the Rockland County
Board of REALTORS® and the Orange County
Association of REALTORS® to become the
Hudson Gateway Association of REALTORS®

2016

Merged with Manhattan Association
of REALTORS® creating a
Manhattan Chapter of HGAR

REALTOR
MEMBERS

11,000+

members
and growing

REALTOR
OFFICES

1,400

RANKING

2nd
largest

REALTOR® Association
in New York State

MLS
LISTINGS
at

15,000+

about

THE HUDSON GATEWAY
ASSOCIATION OF REALTORS®

LISTING
AREAS COVERED

Bronx, Dutchess,
Orange, Putnam,
Rockland,
Sullivan, Ulster,
and Westchester
Counties, and
Manhattan

CORPORATE
OFFICE

One Maple Ave
White Plains, NY 10605

ADDITIONAL
OFFICES

Two Medical Park Drive
West Nyack, NY 10994

Nine Coates Drive
Goshen, NY 10924

WEBSITE

HGAR.com
NewYorkMLS.com



AFFILIATE MEMBERSHIP

The Hudson Gateway Association of REALTORS® offers an Affiliate Membership to those businesses that are not real estate Brokerages, but want contact opportunities with our member REALTORS®. The basic Affiliate membership dues are \$250 per year, which allows the firm to have one representative who receives HGAR notifications. The firm can have additional “secondary” representatives who also receive notifications, for dues of \$50 per year for each such representative.

BENEFITS OF MEMBERSHIP INCLUDE:

- Company listing in Affiliate Member Directory on HGAR.com and RealEstateInDepth.com
- Annual subscription to *Real Estate In-Depth* newspaper
- Welcome notification to all Members via member weekly e-blast, social media
- All REALTOR® notices by email
- First Choice at Sponsorship opportunities
- Ability to attend HGAR Classes and serve on HGAR committees
- Eligibility for recognition as “Affiliate Member of the Year”
- Consideration to become an HGAR Perks Partner
- Visit HGAR.com for Affiliate Application

NETWORKING AND/OR SPONSORSHIP OPPORTUNITIES AT HGAR EVENTS:

- Annual Installation Gala, January
- Annual Members Day, October
- Annual Global Forum, November
- “Breakfast with Benefits” Educational Presentation Opportunities
- Broker/Owner/Manager Seminars
- Commercial & Investment Division (CID) Breakfasts
- HG REALTOR® Foundation Events
- REALTOR® Political Action Committee (RPAC) Events
- Young Professionals Network (YPN) Workshops

**Over 7- events held in 2018*



READERSHIP

Real Estate In-Depth

Real Estate In-Depth's circulation of 14,000 includes our 12,000+ REALTORS®, related business professionals and regional government and economic development leaders.

REALTOR MEMBERS:

Female Realtors	57%
Male Realtors	43%
Average Realtor Age Range	35-65 Years
Homeowners	88%
Married	36%
College Educated	68%
Average Gross Personal Income	\$56,000

AFFILIATED BUSINESS PROFESSIONALS:

Accountants	Business Organizations	Health & Wellness	Photography/Videography
Advertising /Marketing	Chimney Services	Home & Garden	Property Mgmt
Aging/Senior Resources	Commission Services	Home Design/ Staging	Signage
Airport Transportation	Closing Gifts	Home Improvement	Tank Removal
Appliances	Construction	Inspections	Tax and Title
Auction	Credit Services	Insurance	Temporary Housing
Appointment Services	Environmental	Lead Generation	
Assessment Reduction	Exterminators	Media	
Attorneys	Financial Services	Moving & Storage	
Banks/Mortgage	Fuel Oil/Energy Co.	Non-Profit	



JANUARY

Hudson Valley Real Estate Report/Annual Report

Installation Gala

CID Annual Real Estate Forecast Breakfast Meeting

ISSUE DEADLINE: 1.11

FEBRUARY

February 22: CID "Finance" Breakfast Roundtable

ISSUE DEADLINE: 2.7

MARCH

Health Care (New) CID Breakfast Meeting

ISSUE DEADLINE: 3.5

APRIL

Hudson Valley Real Estate Visionaries

Hudson Valley Real Estate Report

April 12: The Hudson Valley Visionaries Conference

CID Breakfast Meeting

ISSUE DEADLINE: 4.9

MAY

Westchester County

May 8: Hudson Gateway REALTOR® Foundation Fundraiser: Casino Night

CID Breakfast Meeting

ISSUE DEADLINE: 5.7

JUNE

Hospitality/Tourism CID Breakfast Meeting

ISSUE DEADLINE: 6.4



JULY

Hudson Valley Real Estate Report

ISSUE DEADLINE: 7.9

AUGUST

ISSUE DEADLINE: 8.6

SEPTEMBER

Orange County CID Breakfast Meeting
Global Forum NYC

ISSUE DEADLINE: 9.10

OCTOBER

Global Real Estate Hudson Valley Real Estate Report
October 22: Global Forum NYC
October 29: Annual Member Appreciation Day
CID Breakfast Meeting

ISSUE DEADLINE: 10.8

NOVEMBER

Bronx CID Breakfast Meeting

ISSUE DEADLINE: 11.5

DECEMBER

Rockland County
November 29: Hudson Gateway REALTOR® Foundation Holiday Party

ISSUE DEADLINE: 12.10

EDITORIAL & EVENT CALENDAR

CALENDAR KEY
SUPPLEMENTS
HUDSON VALLEY QUARTERLY REAL ESTATE REPORTS
SPONSORSHIP OPPORTUNITIES

PRINT AD SPECS & RATES

Real Estate In-Depth

Real Estate In-Depth is published monthly. Please refer to the Editorial Calendar on Page 6 for ad deadlines.

PAYMENT TERMS: Payment in full is due when the Contract is signed, unless the Contract is for six or more placements. In that case, only the first month's payment is due prior to the ad running. Then, Advertiser agrees to pay monthly invoices by check or credit card for the length of the contract. Advertiser also has the option of authorizing HGAR to automatically charge their credit card monthly for the length of the contract or paying in full. Advertiser also agrees to pay for any insertion cancelled after 5 pm on the Deadline set forth in the contract, or not provided to *Real Estate In-Depth* by the same Deadline. If Advertiser changes the number of insertions, Advertiser agrees to pay the adjusted per-insertion rate for the entire series. Payments may be by check or credit card. *Real Estate In-Depth* is a publication of a not-for-profit organization. We do not pay advertising agency fees.

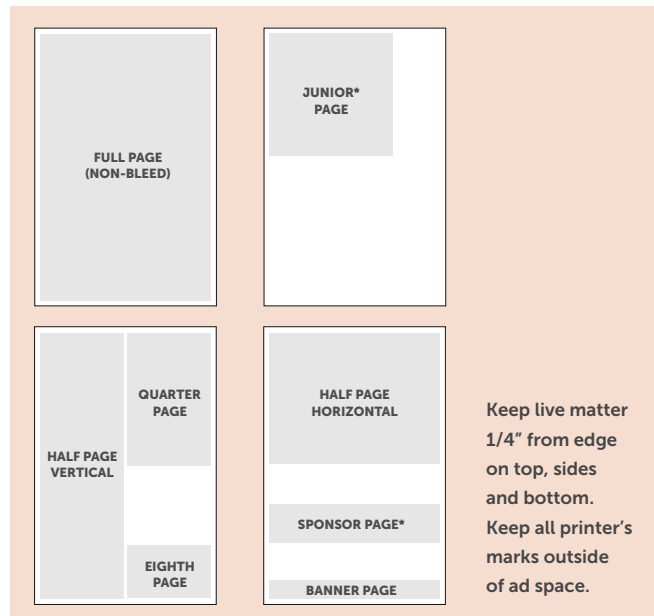
DESIGN SERVICE: We will prepare advertisements for you upon request for an additional charge. Design charges will be billed separately.

COLOR ADS: Color ads are an extra \$250 per insertion.

HOW TO SUBMIT ADS: We accept 300 dpi high resolution PDF's saved as CMYK for all color ads. We recommend that all black type in color ads should be 100% black, to insure proper registration. When saving four color pdf files make sure your black layer is on top. When supplying ads via email, we do not accept zipped files. Black and white ads can be supplied either as high resolution grayscales or high resolution tiffs. Please email ads to: Mary.Prenon@hgar.com

AD SIZE (sizes width x height)	NUMBER OF INSERTIONS			
	ONE	THREE	SIX	TWELVE
FULL PAGE (9.8125" x 15")	\$1,599	\$1,499	\$1,399	\$1,279
HALF PAGE VERTICAL (4.8125" x 15")	\$879	\$830	\$769	\$699
HALF PAGE HORIZONTAL (9.8125" x 7.5")	\$879	\$830	\$769	\$699
JUNIOR PAGE* (7.3125" x 7.5")	\$720	\$680	\$630	\$580
QUARTER PAGE (4.8125" x 7.5")	\$539	\$509	\$469	\$429
SPONSOR* (9.8125" x 2")	\$450	\$420	\$400	\$350
EIGHTH PAGE (4.8125" x 4")	\$329	\$309	\$289	\$259
BANNER (9.8125" x 1")	\$549	\$519	\$479	\$439

*ONLY AD ON PAGE



Keep live matter 1/4" from edge on top, sides and bottom. Keep all printer's marks outside of ad space.



VIEWERSHIP

RealEstateInDepth.com

RealEstateInDepth.com FEATURES:

- Highly targeted audience for your digital ad campaign
- Online 24/7
- 13,500 subscribers
- "Run of Site" Banner ads on: Homepage, Category Pages and Articles shared on Social Media Sites

RealEstateInDepth.com NEWSLETTERS:

- 52 Weekly Newsletters
- Ads available on Weekly Newsletters



BANNER AD PACKAGES

RealEstateInDepth.com

AD PLACEMENTS: RealEstateInDepth.com ads will rotate evenly with other ads on the website's Home Page, Category Pages and Article Pages. We offer four ads types (Super Leaderboard, Leaderboard, Half Page and Medium Rectangle) in three ad packages (outlined below)

DEADLINES: RealEstateInDepth.com is available 24/7 and is updated daily with breaking news and informative stories. Ads must be received at least two days prior to their scheduled run date. Please also allow two days for placement of any updated ads to an existing campaign.

PAYMENT TERMS: The minimum ad run is six months, and payment for the first month is due prior to the ads running on RealEstateInDepth.com. Then, Advertiser agrees to pay monthly invoices by check or credit card for the length of the contract. Advertiser also has the option of authorizing HGAR to automatically charge their credit card monthly for the length of the contract. Advertiser also has the option of paying in full.

HOW TO SUBMIT ADS: Ads must be submitted in jpeg format, according to the dimensions outlined below.

ONLINE AD PACKAGE RATES

PLATINUM PACKAGE

- Super Leaderboard
- Leaderboard
- Half Page
- Medium Rectangle

12 Month: \$418 per m
6 Month: \$469 per m

GOLD PACKAGE

- Leaderboard
- Half Page
- Medium Rectangle

12 Month: \$335 per m
6 Month: \$375 per m

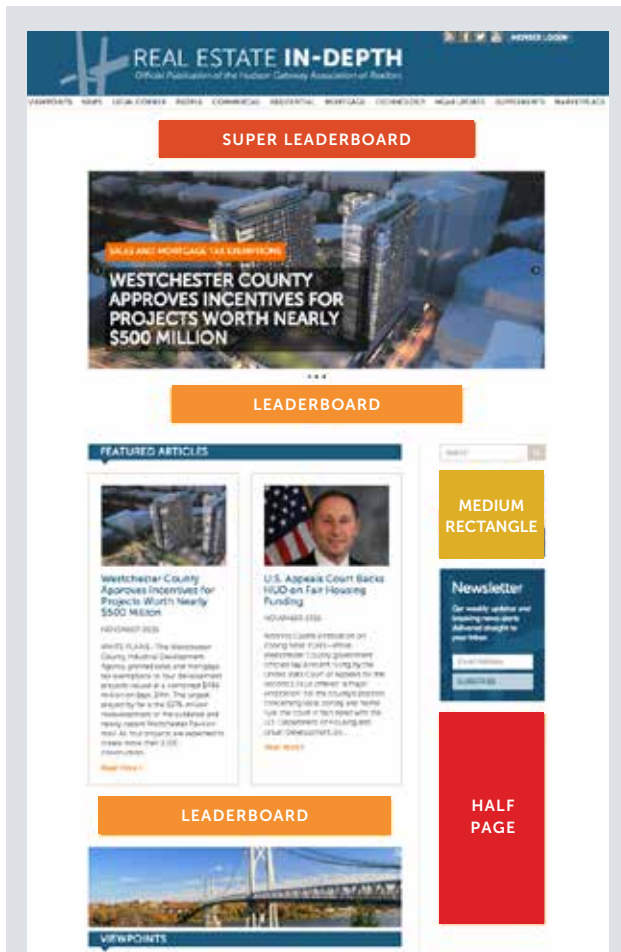
SILVER PACKAGE

- Leaderboard
- Medium Rectangle

12 Month: \$250 per m
6 Month: \$280 per m

E-NEWSLETTER RATES

- Leaderboard
- \$400 per month (four weeks)



AD SIZES AND LOCATIONS

FEATURED ON HOME PAGE ONLY

- Super Leaderboard: 790 x 90

FEATURED ON HOME, CATEGORY & ARTICLE PAGES

- Leaderboard: 728 x 90
- Half Page: 300 x 600
- Medium Rectangle: 300 x 250



TESTIMONIALS

“I’m not a fan of print advertising, but I have to say that advertising in *Real Estate In-Depth* has been a success for our Agency. Not only does it give us recognition with the REALTORS®, but the vendors as well. It’s one of the few publications that is actually read by the members it serves. The articles are timely and relevant. The cost of advertising is affordable and the perks that go with it make it a win/win.”

JoAnne Murray, President, Allan M. Block Insurance Agency, Inc.

“As we strive to increase brand awareness, our sponsorship of various events at HGAR and advertising in *Real Estate In-Depth* have proven to be key components in our efforts.”

Sandy Jamison, Director, New York Region, RE/MAX, LLC

“I have been an affiliate member of HGAR for many years. I have advertised in *Real Estate In-Depth* and sponsored many events. The beauty of this relationship is we are basically a mutual admiration society. HGAR has been good for me and I think, I have been good for HGAR. HGAR allows me to be front and center with thousands of REALTORS® throughout the New York Metro area. My services are constantly promoted to the people who should most likely utilize my company or refer me to others.”

Pat Sposato, Owner, Parkway Pest Services

“My business has grown substantially since I began advertising in *Real Estate In-Depth*. I receive tremendous feedback from our readers, so I know my ad is seen. It’s an inexpensive way to expose my service to REALTORS®.”

Rich O’Donnell, Property Tax Consultant

“HGAR is a great opportunity that has helped me and in return, I have helped many agents. HGAR really fights for REALTOR® rights, provides great education, hosts amazing events and I am proud to be a member.”

Mark Aakjar, Owner, Mark’s Inspections Inc.

“HGAR is a valuable partner to Trustco Bank. They are fully supportive of the bank’s efforts and recognize the value that Trustco brings to the community. Trustco has been working with HGAR since 2010 and they have helped the bank grow. Trustco is committed to remaining involved in HGAR for the years to come.”

William Jansz, Senior Officer, Trustco Bank



HGAR

HUDSON GATEWAY
ASSOCIATION OF REALTORS®

MARY PRENON

Director of Communications
t 914.681.0833 x322
e Mary.Prenon@HGAR.com

CATHLEEN STACK

Director of Marketing
t 914.681.0833 x313
e Cathleen.Stack@HGAR.com

www.HGAR.com
www.RealEstateInDepth.com

