



THE HUDSON  
GATEWAY  
ASSOCIATION  
OF REALTORS®

media  
guide &  
PARTNERSHIP

kit

2021

CREATING CONNECTIONS  
TO HELP YOUR BUSINESS THRIVE

AFFILIATE MEMBERSHIPS  
MARKETING  
EVENT SPONSORSHIPS  
REAL ESTATE IN-DEPTH ADVERTISING



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**The Hudson Gateway Association of REALTORS® (HGAR)** one of the largest real estate trade associations in the nation, has a current membership of over 13,000 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 both in-person and virtually:** 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](http://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](http://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

**2020**

Merged with the Bronx-Manhattan North Association of REALTORS®, creating a Bronx Chapter of HGAR

REALTOR  
MEMBERS

**13,000+**

members  
and growing

REALTOR  
OFFICES

**1,500**

RANKING

**2<sup>nd</sup>**

**largest**

REALTOR® Association  
in New York State

OneKey MLS  
LISTINGS

at

**44,000+\***

\* as of January 2020

**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

1867 Williamsbridge Road  
Bronx, NY 10461

WEBSITES

**HGAR.com**

**OneKeyMLS.com**

**RealEstateInDepth.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 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
- Discounts on advertising in *Real Estate In Depth*

### NETWORKING AND/OR SPONSORSHIP OPPORTUNITIES AT HGAR EVENTS:

- Annual Installation Gala, January
- Annual Members Day, October
- Annual Global Real Estate Summit
- “Breakfast with Benefits” Educational Presentation Opportunities
- Broker/Owner/Manager Events
- Commercial & Investment Division (CID) Breakfasts
- Hudson Gateway REALTOR® Foundation Events
- REALTOR® Political Action Committee (RPAC) Events
- Young Professionals Network (YPN) Workshops
- Regional Networking Events



## READERSHIP

### Real Estate In-Depth

Real Estate In-Depth's circulation of 14,000 includes our 13,000+ 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%

#### AFFILIATED BUSINESS PROFESSIONALS:

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



ANNIVERSARY



# JANUARY

REID 25th Anniversary Supplement

Annual Report

Hudson Valley Real Estate Report

ISSUE DEADLINE: 1.11

# FEBRUARY

ISSUE DEADLINE: 2.8

# MARCH

Commercial Real Estate Supplement

ISSUE DEADLINE: 3.12

# APRIL

Lower Hudson Valley Cities Supplement

Hudson Valley Real Estate Report

ISSUE DEADLINE: 4.7

# MAY

Tourism Supplement

ISSUE DEADLINE: 5.8

# JUNE

Luxury Properties Supplement

ISSUE DEADLINE: 6.4



# JULY

Real Estate Finance Supplement

Hudson Valley Real Estate Report

ISSUE DEADLINE: 7.9

# AUGUST

Manhattan Supplement

ISSUE DEADLINE: 8.13

# SEPTEMBER

Orange County Supplement

Global Real Estate Summit

ISSUE DEADLINE: 9.10

# OCTOBER

Westchester County Supplement

Hudson Valley Real Estate Report

HGAR Members Day

ISSUE DEADLINE: 10.8

# NOVEMBER

Bronx Supplement

ISSUE DEADLINE: 11.6

# DECEMBER

Economic Outlook Supplement

ISSUE DEADLINE: 12.10

# EDITORIAL & EVENT CALENDAR

## CALENDAR KEY

SUPPLEMENTS

HUDSON VALLEY QUARTERLY REAL ESTATE REPORTS

SPECIAL EVENTS

# 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 canceled 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.

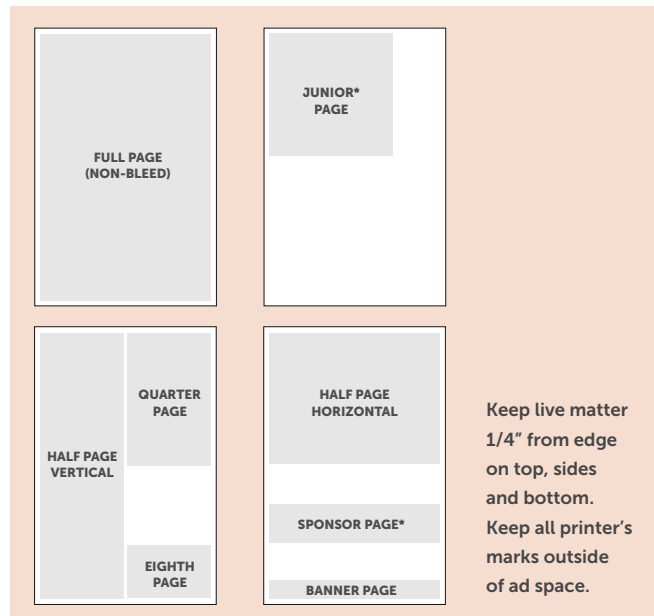
**DESIGN SERVICE:** We will prepare advertisements for you upon request for an additional charge. Design charges will be billed separately.

**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](mailto: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
- 14,500 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

**REAL ESTATE IN-DEPTH**  
Official Publication of the Hudson Gateway Association of Realtors

**TECH MAX INSPECTIONS**  
Home Inspections, Drone Photography and more!  
Visit us today to enter for a **FREE** home inspection (\$650 Value)  
**CLICK HERE TO ENTER NOW**

**Home Sales Still Strong, Prices Rise in Most Hudson Valley Markets**

**WHITE PLAINS**-Third quarter real estate sales in the lower Hudson Valley remained robust, although slightly lower than third quarter 2017 sales. While unit sales were generally lower in the Hudson Valley region served by the Hudson Gateway Multiple Listing Service, sale prices remained strong. [READ MORE](#)

**Developer Withdraws \$4.5M Offer To Buy Sain Building in New City**

**NEW CITY**-A noticeably agitated Rockland County Executive Ed Day stood in front of the vacant Sain Building here on Oct. 9 and announced that National Development...



# 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

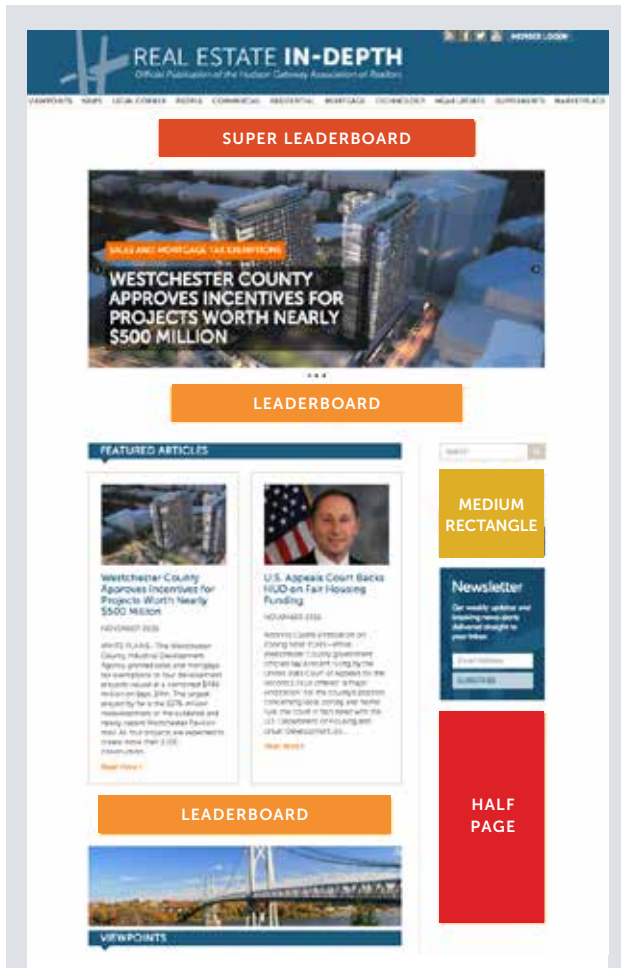
### SILVER PACKAGE

- Leaderboard
- Medium Rectangle

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

### E-NEWSLETTER RATES

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



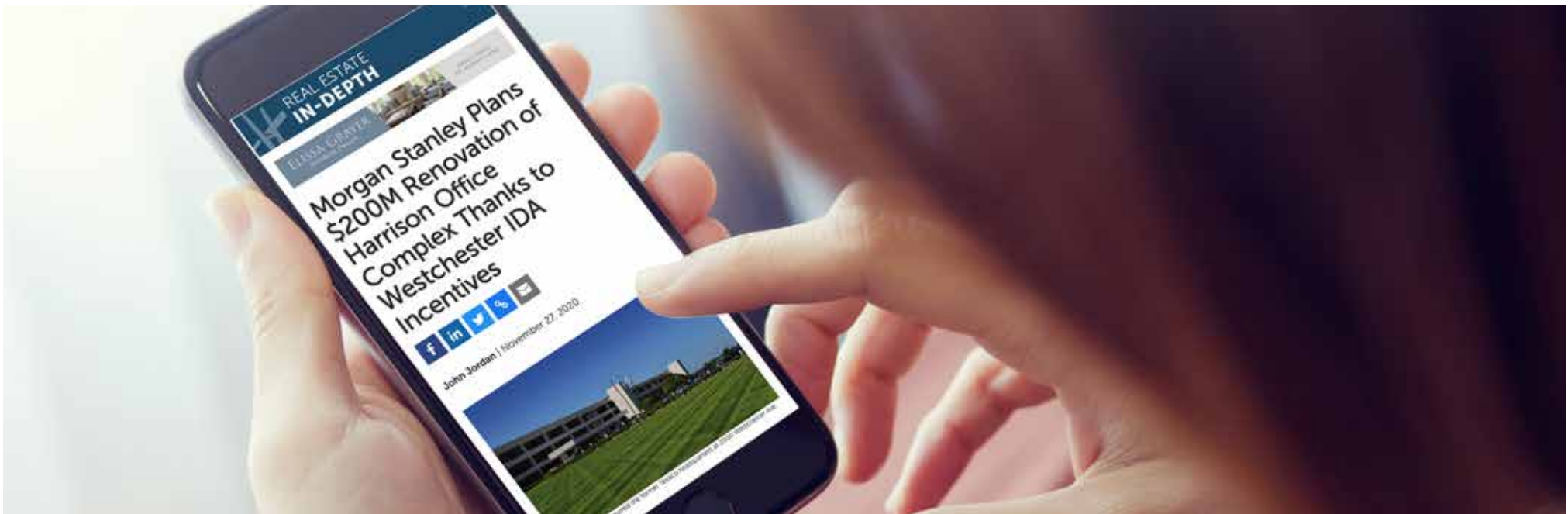
## AD SIZES AND LOCATIONS

### 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.**

“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.**

“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, Partner, O’Donnell & Cullen Property Tax Consultants**

“We are a social media and online reputation agency for the real estate industry and this is perfect for us. Ever since we became an Affiliate Member and we began doing the “Breakfast with Benefits,” program, we have engaged with over 150-200 agents per call. We train agents on various Social Media platforms and this has helped us break into the market and develop relationships with not only agents, but also managers and brokerages. This is one of the best investments we ever made.”

**Alex Montalenti, Founder of Real Grader and eRealty Media**

“Co-Communications has reaped tremendous value as an affiliate member of HGAR. HGAR’s unequaled opportunities for networking, advertising and education have had a sizeable impact (and then some) on my business’s growth. HGAR has certainly made a mark on the real estate industry from Montauk to Monticello and is an innovative, high-energy organization with heart. I am forever grateful for the many great business connections and friendships I have made over the years -- as well as access to exceptional tools and resources.”

**Stacey Cohen, CEO and President, Co-Communications, Inc.**



# 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](http://www.HGAR.com)  
[www.RealEstateInDepth.com](http://www.RealEstateInDepth.com)

