



THINK REALTY

Media Kit  
2018



## WHAT IS THINK REALTY?

**ACCESS TO THE LATEST INFORMATION**, connections with other investors and support services are important to the success of any real estate investor. You can find all this and more at Think Realty, a membership organization for real estate investors that provides access to the resources they need to build wealth, make better use of time and live a life of purpose.

Resources include:

### EDUCATION

A subscription to *Think Realty Magazine* (in both print and digital formats), as well as an archive of valuable information and how-to articles.

### NETWORKING

With other real estate investors, lenders and service providers.

### EVENT ACCESS

Passes to Think Realty's National Conferences, Group Events and Expos.

### ADVOCACY

Members have access to RE Rights, an organization that advocates for real estate investors regarding legal and regulatory matters.

### BUYING POWER

Receive members-only saves at nationwide retailers.

### INDUSTRY NEWS

An accumulating archive of industry news, trends and tips.

**CONNECT WITH INVESTORS** who are actively building their portfolios. Think Realty members range from new investors just starting out to seasoned pros with hundreds of properties. Our membership spans single-family residential, multi-family residential and commercial markets. Advertising with Think Realty presents a unique opportunity to reach this targeted, engaged audience with your message.



## ADVERTISING OPPORTUNITIES INCLUDE:

### PRINT ADVERTISING

Think Realty Magazine

### DIGITAL ADVERTISING

ThinkRealty.com  
Sponsored Content  
Social Media  
Email Communication  
Digital Services

### EVENT SPONSORSHIP

National Conference  
Regional Expos  
Group Events

### RADIO ADVERTISING

Think Realty Radio

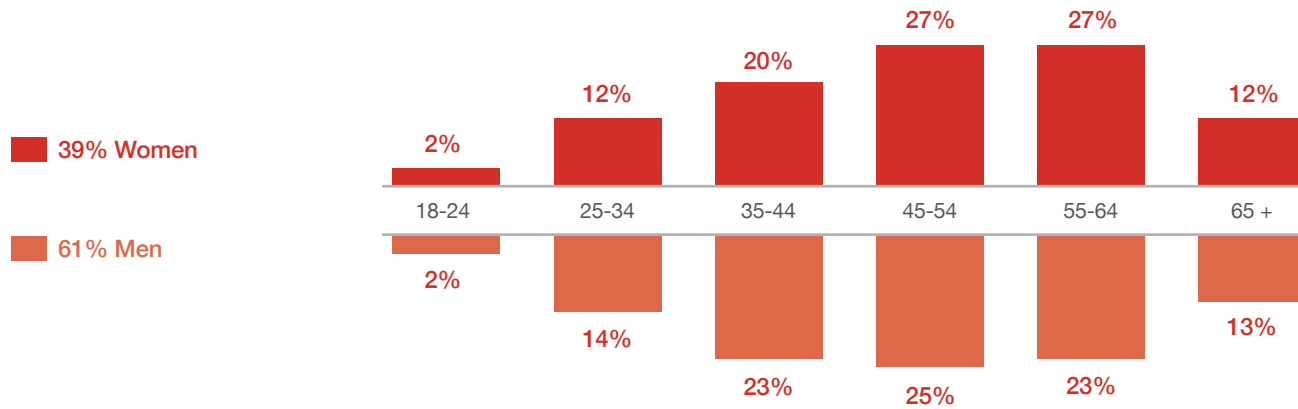
### SUPPLIER NETWORK

Membership Promotion

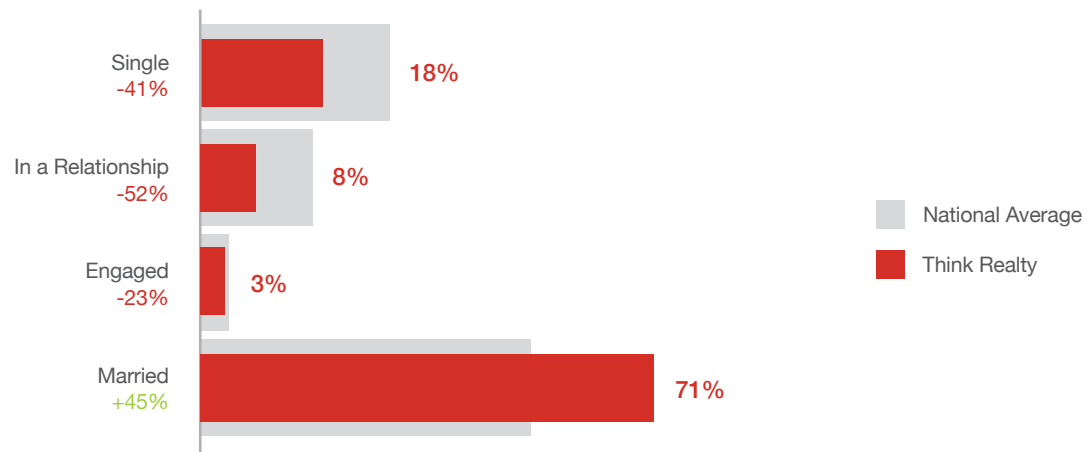
## WHO IS THINK REALTY?

THE MILLIONAIRE NEXT DOOR and those on the path to financial freedom are the Think Realty audience. With 16,000 members and a reach of more than 60,000, Think Realty is one of the fastest-growing media companies in the real estate investment space. Below is a snapshot of the Think Realty membership.

### GENDER AND AGE

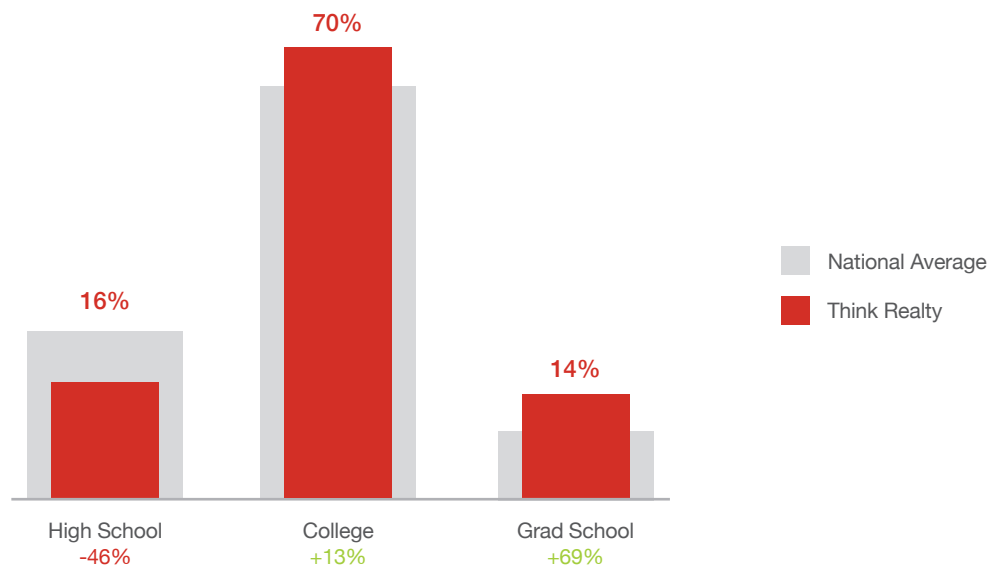


### FAMILY

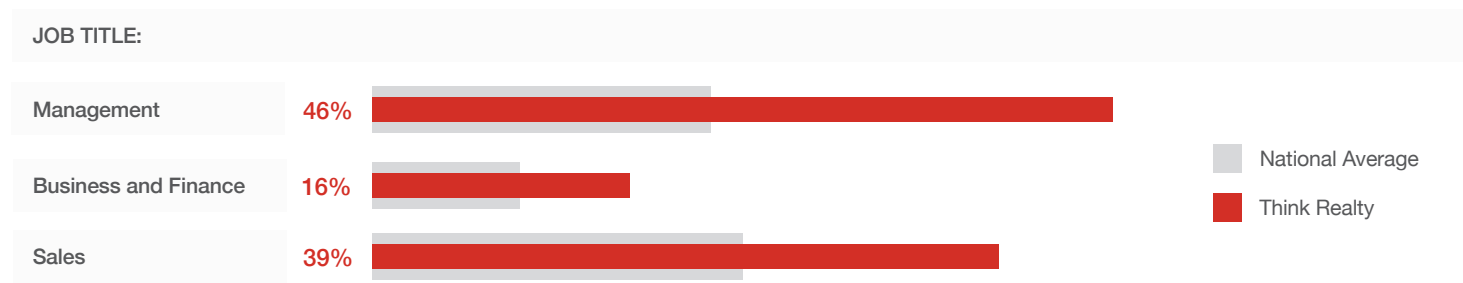


# WHO IS THINK REALTY?

## EDUCATION



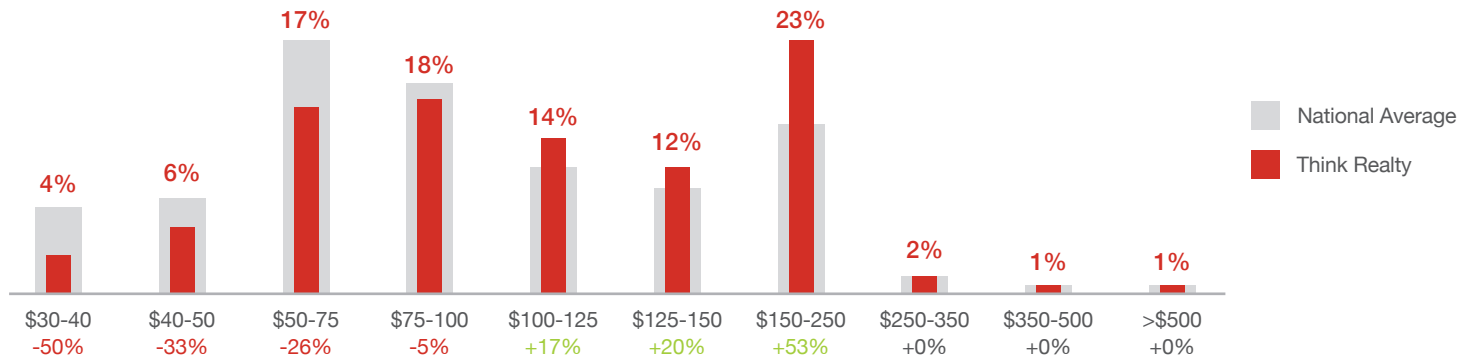
## INDUSTRY



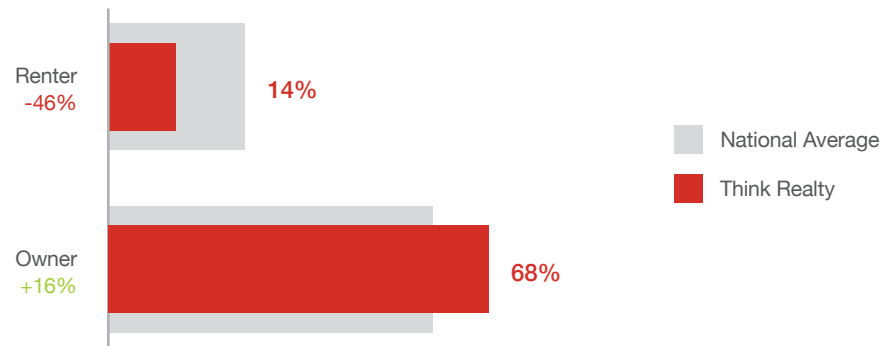
# WHO IS THINK REALTY?

## HOUSEHOLD INCOME

IN THOUSANDS OF US DOLLARS



## HOME OWNERSHIP



# PRINT ADVERTISING

Think Realty Magazine is America's foremost investment, business and finance magazine for real estate investors. The magazine is part of the larger Think Realty brand, which offers tools and resources real estate investors need to be successful. The magazine itself offers a comprehensive look into the world of real estate investing, including spotlights on successful investors; best practices; and news, stories and announcements about key industry developments. The print edition is published monthly for delivery to subscribers and on newsstands. The magazine is also available in digital format, accessible to Think Realty members.



**EDITORIAL CALENDAR**

Dates are subject to change

ISSUE	AD RSVP	AD ARTWORK DUE	ON-SALE DATE
January 2018	11/20/17	11/27/17	12/22/17
February 2018	12/20/17	12/27/17	1/25/18
March 2018	1/19/18	1/26/18	2/26/18
April 2018	2/20/18	2/27/18	3/25/18
May 2018	3/20/18	3/27/18	4/25/18
June 2018	4/20/18	4/27/18	5/25/18
July 2018	5/21/18	5/28/18	6/25/18
August 2018	6/20/18	6/27/18	7/25/18
September 2018	7/20/18	7/27/18	8/27/18
October 2018	8/20/18	8/27/18	9/25/18
November 2018	9/20/18	9/27/18	10/25/18
December 2018	10/19/18	10/26/18	11/25/18

## PRINT ADVERTISING

### STANDARD PLACEMENTS

	1-5x	6-11x	12x or more
Full Page	\$3,000	\$2,600	\$2,000
1/2 Page	\$2,000	\$1,600	\$1,200
1/4 Page	\$1,500	\$1,200	\$800

### PREMIUM PLACEMENTS

	1-5x	6-11x	12x or more
Inside Front Cover	\$6,000	\$5,000	\$3,000
Inside Back Cover	\$5,000	\$4,000	\$2,500
Outside Back Cover	\$7,000	\$6,000	\$4,000
Page 3	\$6,000	\$5,000	\$3,000
2-page Spread	\$6,000	\$5,200	\$4,000
4-page Spread	\$10,000	\$9,000	\$7,000

### CUSTOM PRINTING

1, 4, 8, 16 or 32-page Supplement	Pricing available upon request
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- > Print and digital version included to use for company marketing efforts



- > Published monthly
- > Distributed to subscribers, Real Estate Investment Associations, Think Realty Members and Think Realty national events
- > The only real estate magazine still sold on newsstands
- > Educational articles, industry news and more

**AD RSVP IS 6 WEEKS PRIOR TO PUBLICATION DATE.**



**INFORMATION MANAGEMENT NETWORK SUPPLEMENT**

Think Realty is proud to partner with Information Management Network (IMN) to increase brand awareness and grow its presence in the real estate investment industry.

Premium Placement	\$5,000
Standard Placement - Full page	\$3,000
2-page Spread	\$5,000

- > Published 6 times per year as an insert in *Think Realty Magazine*
- > Handed out at IMN events
- > Reach IMN attendees across the country
- > Limited space available

**INVESTOR REVIEW SUPPLEMENT**

Each issue, the *Investor Review* focuses on a specific vertical in the industry.

Premium Placement (Inside front cover and Page 3)	\$4,000
Sponsorship (Back cover)	\$3,000
2-page Spread	\$3,000

- > Published 6 times per year as an insert in *Think Realty Magazine*
- > Full page ad on lefthand page
- > 400-500 word editorial about company on righthand page
- > Print (100 copies) and digital version included to use for company marketing efforts
- > 7 positions available per publication



**AD RSVP FOR BOTH SUPPLEMENTS IS 6 WEEKS PRIOR TO PUBLICATION DATE.**

## PRINT FILE SPECIFICATIONS

We accept the following electronic files:

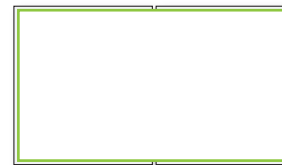
- > Macintosh compatible
- > All fonts and graphic links must be included and all colors must be in CMYK mode
- > All colors must be converted to CMYK mode (no Spot, RGB or Pantone colors)
- > EPS files with fonts must be converted to outlines
- > PDF files at press-ready settings/compression (PDF/X-1a2001 export setting)
- > Line art should be at least 600 dpi
- > Photos should be at least 300 dpi

Advertising material not meeting the specifications outlined above and requiring additional prep work will be billed for the work performed.

## AD DIMENSIONS

- > Final magazine trim size: 8.375" x 10.5"
- > For bleed, add: .25" to outside

Note: Bleeds only available on full page ads. An accurate color proof must be provided. We are not responsible for inaccuracies in color if no proof is provided.



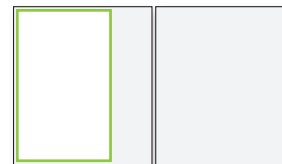
> **2 page spread**  
16.75" x 10.5" + .25" bleed  
Live area: 16" x 9.75"



> **Full page**  
8.375" x 10.5" + .25" bleed  
Live area: 7.625" x 9.75"



> **1/2 page**  
Vertical: 3.75" x 9.5"  
Horizontal: 7.375" x 4.5"



> **2/3 page vertical**  
5.75" x 10.5"



> **1/3 page**  
Vertical: 2.5" x 9.5"  
Horizontal: 7.375" x 3.125"



> **1/4 page**  
3.5" x 4.625"



> **1/8 page Marketplace**  
3.5" x 2.25"



> **Covers**  
8.375" x 10.5" + .25" bleed  
Back cover  
Back inside cover  
Front inside cover



# DIGITAL ADVERTISING

The real estate industry can move quickly. Keeping the conversation open with thousands of our Think Realty members and followers is critical to get them the info they need to succeed. Think Realty employs several vehicles to communicate regularly with our audience, including targeted weekly eblasts and newsletters. Advertising space is available in select communications, including on our website and social media platforms.

## ADVERTISING OPTIONS

**Banner ad (300 x 250px)** **\$2,500**  
Includes desktop and mobile ad on ThinkRealty.com. Will run for 90 days.

**Email newsletter ad** **\$1,500**  
Newsletter goes out every Tuesday. Includes 1 banner ad per month for 90 days.

**Ad network** **\$7 CPM\***  
Narrow your target to a specific audience and reach those people on sites across the U.S. or geo-target.

**Promotional emails (3)** **\$2,000**  
A robust package of 3 emails over the course of 90 days. Geo-targeting services available.

\*minimum of 200,000 impressions

## SPONSORED CONTENT

**Website Contributor** **\$1,500**  
Includes 1 article published on ThinkRealty.com.

**Magazine Contributor** **\$3,500**  
Includes 1 article published in Think Realty Magazine. Articles must be 500-750 words in length and must be approved by Think Realty editorial staff.

**Combo** **\$5,000**  
Includes 1 article published in Think Realty Magazine and on ThinkRealty.com, 1 email, 1 article in the Think Realty weekly newsletter.

## CREATIVE SERVICES

**\$120/hour**

## DIGITAL FILE SPECIFICATIONS

### We accept the following types of electronic files:

- > JPG, PNG, GIF

Note: No SWF or animation.

### File resolution:

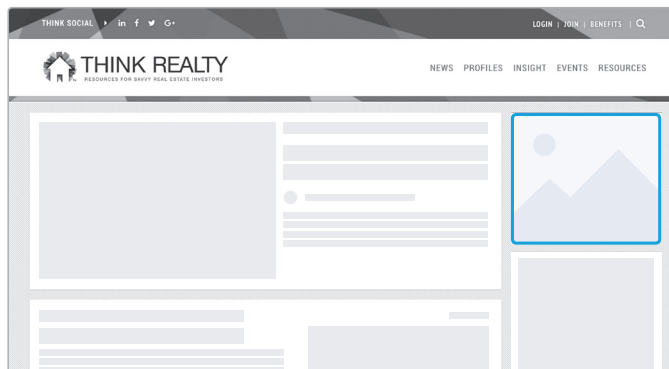
- > 72 DPI to 150 DPI

Note: Maximum file size should not exceed 300k.

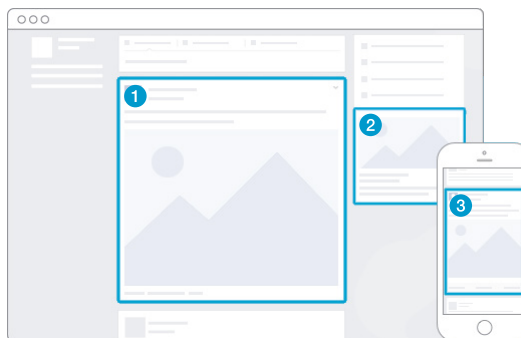
### Disclaimer:

All web ads must have site approval before launch.

We reserve the right to reject ads where the typography and layout simulate our editorial format and, thereby, deceive readers; advertisements that are typographically ugly or that distort the appearance of Think Realty Magazine; those that are patently fraudulent, illegal or libelous in their claims and language.



> **ThinkRealty.com  
Right column Ad**  
300 px x 250 px



### > Facebook Ads

#### 1 Desktop Newsfeed Ad

1200 px x 628 px  
Image displays as 470 px x 246 px

**Objectives:** clicks to website, website conversions, local awareness, event responses, offer claims, and lead generation

#### 2 Right Column Ad

1200 px x 628 px  
Image displays as 254 px x 133 px

**Objectives:** clicks to website, website conversions, event responses, app installs, app engagement, offer claims, and lead generation

#### 3 Mobile Newsfeed Ad

1200 px x 628 px  
Image displays as 560 px x 292 px

**Objectives:** clicks to website, website conversions, app installs, app engagement, local awareness, and lead generation

# EVENT SPONSORSHIP

Think Realty produces multiple events each year across the United States, attended by thousands of engaged investors. Attendees come for the education, networking and access to resources and deals. From National Conferences & Expos to network-based Group events, Think Realty events present a unique opportunity to connect in person one-on-one with captive audiences who are qualified and ready to deal.



## 2018 NATIONAL CONFERENCE & EXPO SPONSORSHIP OPPORTUNITIES

**Sponsorship Benefits:** Inclusion in event press releases • Signage at the event • Recognition on event website & mobile app  
Access to networking opportunities with consumers & businesses • Access to attendee list via mobile app

<b>Title Sponsor</b>	<b>\$16,500</b>
60-minute presentation on main stage (lunch) > Double booth > Full page ad in <i>Think Realty Magazine</i> > Banner ad in Whova mobile app > 1 pre-event email > 1 item included in conference bags > 5 passes to the event > Logo on event website > Logo in Whova mobile app > Access to vendor reception	
<b>Platinum Sponsor</b>	<b>\$11,000</b>
60-minute presentation on main stage (opening or closing) > Double booth > Full page ad in <i>Think Realty Magazine</i> > 4 passes to the event > Logo on event website > Logo in Whova mobile app > Access to vendor reception	
<b>Gold Sponsor</b>	<b>\$5,500</b>
60-minute breakout session > Single booth > ½ page ad in <i>Think Realty Magazine</i> > 3 passes to the event > Logo on event website > Logo in Whova mobile app > Access to vendor reception	
<b>Exhibitor-Only</b>	<b>\$1,650</b>
Single booth > 2 passes to the event > Logo on event website > Logo in Whova mobile app > Access to vendor reception	
<b>Associate</b>	<b>\$800</b>
2 passes to the event > 1 item included in conference bags > Logo on event website > Access to vendor reception	
<b>Enhancements</b>	<b>Call for pricing</b>
Upgrade to double booth > Think Live! Facebook Interview > Full page ad in <i>Think Realty Magazine</i> > ½ page ad in <i>Think Realty Magazine</i> > AM Snack & Coffee Sponsor > PM Snack & Coffee Sponsor > Conference bag insert > Additional Pass > Pre-event geo-targeted email blast	



### AFFILIATE PACKAGE

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- > Link to sell passes, 10% commission on all pass sales (25 pass minimum)
- > Think Realty will sponsor your meetup group or page for 3 months around the dates of event
- > 2 passes to the event
- > Recognition as an associate sponsor on event website



# RADIO

Think Realty Radio is a Wall Street Radio Network show, airing weekdays on top radio stations in major markets throughout the United States. Host Abhi Golhar will interview today's sharpest minds in real estate investment every Monday-Friday. Shows air between 6am-7pm depending on the market. Advertising opportunities are available for purchase, including guest interviews, sponsorships, and commercial placement in :15, :30 and :60 second spots.

For more information on Radio opportunities, including our upcoming schedule of guests, topics being discussed, and our host, Abhi Golhar, please call!



MARKETS

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Check local listings for air times:

Atlanta, GA                      WAFS 1190 AM

Atlanta, GA                      WANN-CD 32

Carbondale, IL                      WRTL 510 AM

Cairo, KY                      WKRO 1490 AM

Clearwater, FL                      WHFS 1010 AM

Dallas, TX                      KEXB 620 AM

Denver, CO                      KDMT 1690 AM

Florence, AL                      WBCF 1240 AM

Fresno, CA                      KVHF 1690 AM

Minneapolis, MN                      KYCR 1440 AM

Orlando, FL                      WBZW 1520 AM

San Antonio, TX                      KAML 990 AM

Seattle, WA                      KKOL 1300 AM

St. Louis, MO                      WGNU 920 AM

Tampa, FL                      WWMI 1380 AM

# SUPPLIER NETWORK

Think Realty maintains a supplier network of select nationwide retailers that are willing and able to offer their products and services at a discount to a large network of high-spending individuals. Value to our members is key in being a good fit for the Think Realty supplier network. This means members receive a considerable discount and can easily redeem their savings through Think Realty. Time is as valuable to real estate investors as money.



## INITIAL SETUP

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### Supplier Fee

\$5,000

Upon internal review of supplier brand and capabilities

#### Supplier Fee Includes:

- > Placement of Supplier Brand on Member Dashboard
- > Creation of Supplier Landing Page
- > Configuration of Supplier Discount Redemption
- > Configuration of Supplier Tracking and Reporting
- > Training of Think Realty Member Services Staff
- > Creation of Notification Emails (as needed)
- > Announcement to Membership in Think Realty Newsletter
- > Announcement to Think Realty Social Followers
- > Announcement to Think Realty Affiliates
- > Two Think Realty Regional Event Passes in the First Year
- > Access to Local Group Events



# THINK REALTY

RESOURCES FOR SAVVY REAL ESTATE INVESTORS

7509 NW Tiffany Springs Parkway  
Suite 200  
Kansas City, MO 64153

816-398-4065  
[ThinkRealty.com](http://ThinkRealty.com)

Rates as of October 2017. Subject to change.