



THINK REALTY

Media Kit
2019



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 this and more at Think Realty, a media-driven source for real estate investors that strives to be the go-to resource to help them build wealth, take back their time and live a life of purpose.

Think Realty provides:



INDUSTRY NEWS & CONTENT

From our website housing thousands of articles centered on industry news and market trends to *Think Realty Magazine* and Think Realty Radio, we keep investors in tune with everything happening in the industry.



EDUCATION

Informational videos from industry experts cover every aspect of a career in real estate investing from getting started to marketing to property management and asset protection, just to name a few.



NETWORKING

Think Realty hosts multiple conferences throughout the country to bring people together for education and deal-making.



SUPPLIER DISCOUNTS

Think Realty subscribers gain access to huge savings at nationwide retailers and service providers to build their business increase ROI. Discounts include Sherwin-Williams Paint and Floorcovering, Barnett, Office Depot and many more.



TOOLS

ThinkRealty.com provides investors with the tools they need to advance their career and grow their portfolio like calculators, e-books, checklists, a glossary of terms and more resources are added all the time.

CONNECT WITH INVESTORS who are actively building their portfolios. Think Realty subscribers range from new investors just starting out to seasoned pros with hundreds of properties. Our content 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
(Print edition)

Think Realty's Housing
News Report (Digital edition)

DIGITAL ADVERTISING

ThinkRealty.com Display

Sponsored Content

Email Communication

RADIO ADVERTISING

Think Realty Radio
& Podcast

EVENT SPONSORSHIP

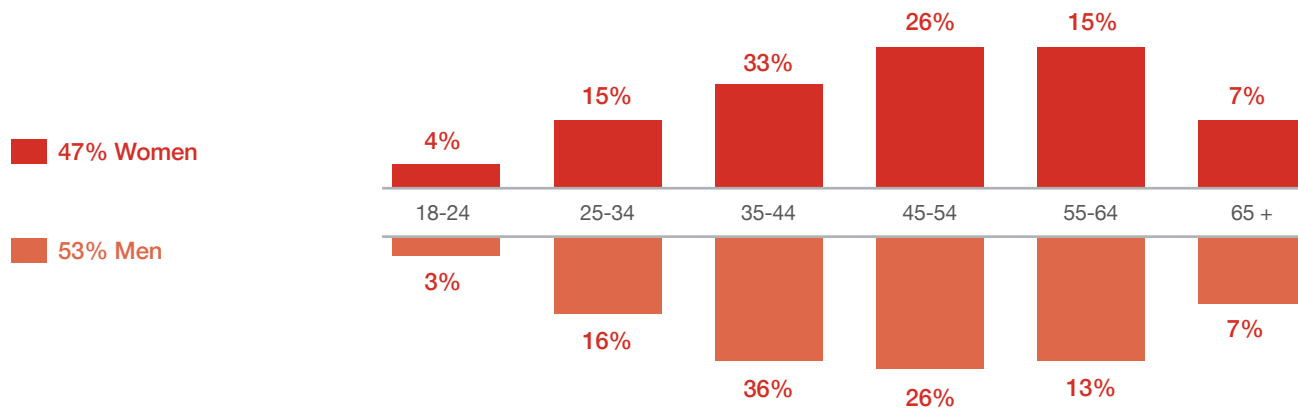
Think Realty Conference
& Expos (4 per year)

Partnered Group Events

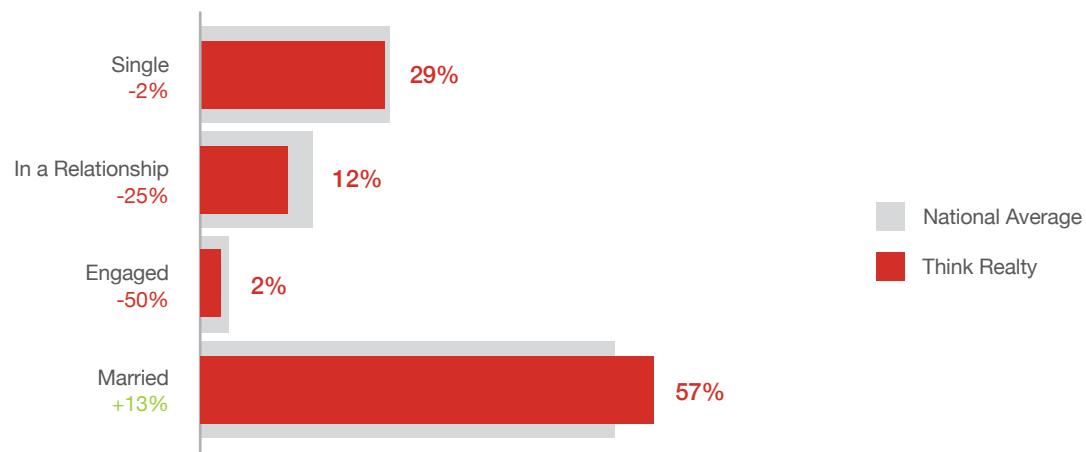
WHO IS THINK REALTY?

THINK REALTY IS ONE OF the fastest-growing media companies in the real estate investment space. With more than 11,000 subscribers and a reach of nearly 100,000, Think Realty is quickly becoming the leader in the industry for information and education.

GENDER AND AGE

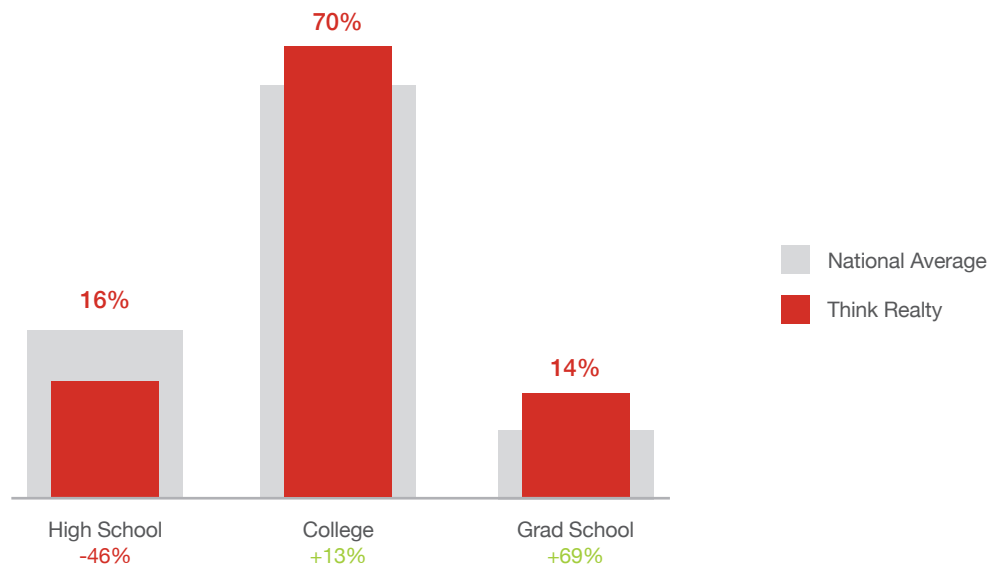


FAMILY

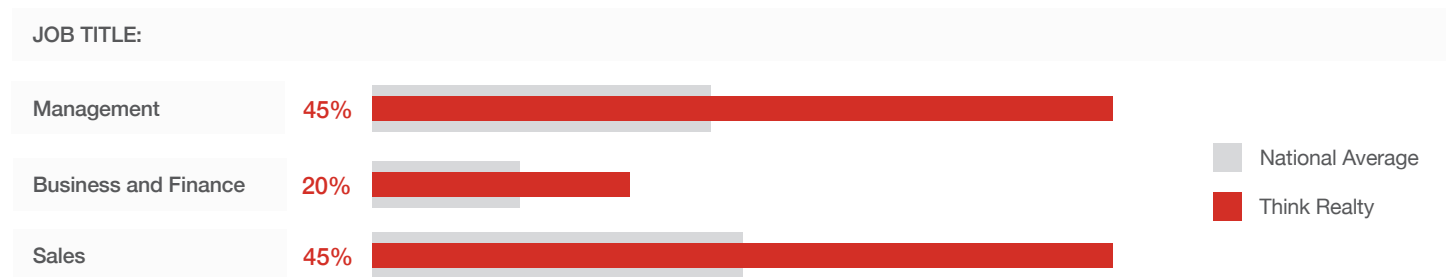


WHO IS THINK REALTY?

EDUCATION



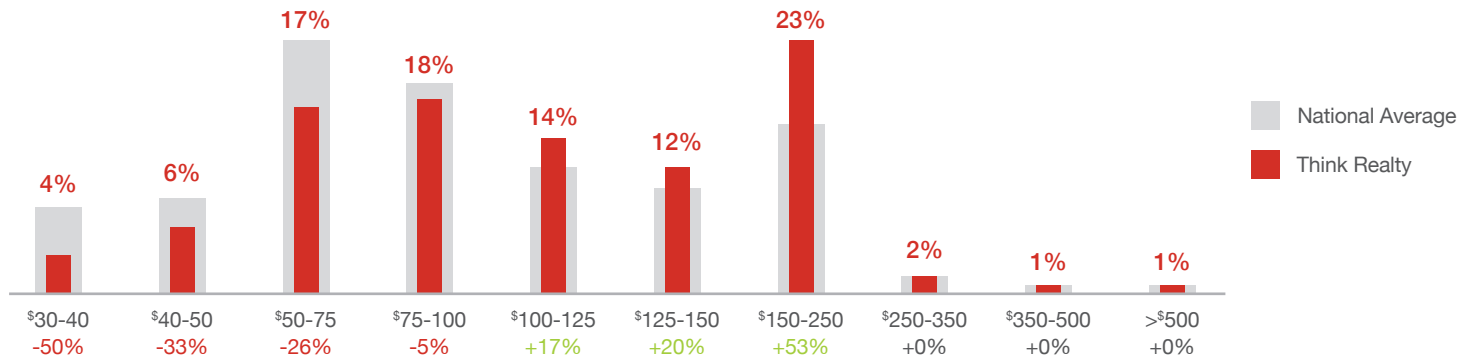
INDUSTRY



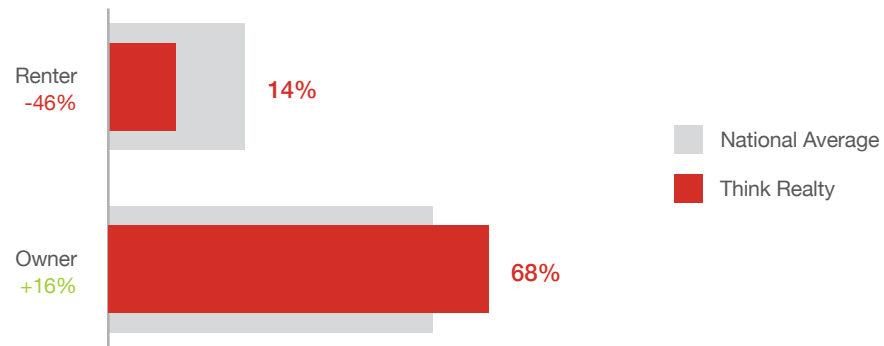
WHO IS THINK REALTY?

HOUSEHOLD INCOME

IN THOUSANDS OF US DOLLARS



HOME OWNERSHIP



PRINT ADVERTISING

Think Realty Magazine is America's foremost investment, business and lifestyle magazine for real estate investors. The magazine 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 addition of *Think Realty's Housing News Report* digital publication brings the latest local, regional, and national market data and insight from the nation's most well-respected and reliable sources. Top investors around the globe rely on this publication to provide crucial market data, expert insights, and trends to watch!



THINK REALTY MAGAZINE - PRINT EDITION PLACEMENTS

STANDARD PLACEMENTS	Standard Rate	12 Issues
Full Page	\$2,500	\$1,500
1/2 Page	\$2,000	\$1,000
1/4 Page	\$1,200	\$600

PREMIUM PLACEMENTS	Standard Rate	12 Issues
Inside Front Cover	\$5,000	\$3,000
Inside Back Cover	\$5,000	\$2,500
Outside Back Cover	\$5,000	\$3,000
Page 3	\$4,000	\$2,500
2-page Spread	\$4,500	\$3,000
Sponsored Article Content*	\$2,000**	

*Sponsored articles are considered educational content written by an advertiser and can include a call to action, but should not be product or service focused. Think Realty reserves the right to edit content for brand safety and alignment with approval from the advertiser.

**Combination package of magazine and website sponsored content placements - save \$500 on combined rate card prices.



- > Published monthly
- > Real estate investing lifestyle insights, strategies, success stories and best practices from industry leaders
- > Every other issue blends our usual insights and stories with the hard-hitting, market-focused reporting and analysis found in *Think Realty's Housing News Report* (one of the most reliable market data sources in the real estate industry)
- > Distributed to subscribers, Real Estate Investment Associations, Think Realty Premium subscribers, and at Think Realty events
- > The only real estate magazine still sold on newsstands

PRINT ADVERTISING

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.

	Standard Rate	Multi-issue Rate
Premium Placement - Cover	\$3,000	\$2,000
Standard Placement - Full page	\$2,000	\$1,500
2-page Spread	\$4,000	\$3,000

- > Published six times per year as an insert in *Think Realty Magazine* (Feb, Apr, Jun, Aug, Oct, Dec)
- > 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.

	Standard Rate	Multi-issue Rate
Premium Placement - Cover	\$4,000	\$3,000
Photo feature + Ad/Advertorial spread (Page 2 & 3)		
Standard Placement - Spread	\$3,000	\$2,000
Ad/Advertorial spread		
Outside Back Cover	\$3,000	\$1,500
Back cover + Ad/Advertorial spread		

- > Published six times per year as an insert in *Think Realty Magazine* (Jan, Mar, May, July, Sept, Nov)
- > Full page ad on left-hand page, 400-500 word advertorial about company on right-hand page
- > 100 print copies and digital version included to use for company marketing efforts
- > Seven ad positions available per publication



THINK REALTY MAGAZINE & THINK REALTY'S HOUSING NEWS REPORT PRINT EDITION EDITORIAL CALENDAR

Dates are subject to change

ISSUE	SUPPLEMENT(S)	THEME	AD RSVP/AD ARTWORK DUE	NEWSSTAND
January/February	Investor Review	Marketing & Lead Gen	11/20/18	1/1/18
February/March HNR	IMN	Technology & Disruption	12/20/18	2/1/19
March/April	Investor Review	Adjusting to Market Trends	1/22/19	3/1/19
April/May HNR	N/A	RE Advocacy	2/22/19	4/1/19
May/June	IMN: Single-Family Rentals Investor Review: Residential	Design	3/22/19	5/1/19
June/July HNR	IMN: Realtech	Risk Management	4/22/19	6/1/19
July/August	Investor Review: Lenders	Creative Investing	5/22/19	7/1/19
August/September HNR	Investor Review: Technology	Trends	6/21/19	8/1/19
September/October	Investor Review: Education & Community Outreach	Resources	7/22/19	9/1/19
October/November HNR	IMN: Multifamily	International Investing	8/22/19	10/1/19
November/December	IMN: Multifamily	Community Development	9/20/19	11/1/19
December HNR	IMN: Single-Family Rentals	Year-End Outlook	10/22/19	12/1/19

THINK REALTY HOUSING NEWS REPORT DIGITAL EDITION PLACEMENTS

STANDARD PLACEMENTS

	Standard Rate	12 Issues
Inside Front Cover	\$1,500	\$1,000
Inside Back Cover	\$1,500	\$1,000
Outside Back Cover	\$1,500	\$1,000
Full page	\$1,200	\$800

7 Economists Predict 2019 Housing Market Trends

The U.S. housing market will continue to face headwinds that likely will grow in strength and number in 2019, according to seven leading housing economists interviewed by Think Realty Housing News Report for our annual housing outlook report.

Home affordability challenges exacerbated by rising mortgage rates will slow home price appreciation in 2019 to the low single digits — the most optimistic prediction from the seven economists was a 4.4 percent increase. Meanwhile a slowing economy could further weaken demand for housing — although only one economist expects that slowing economy to fall into recession territory in the next two years.

Several of the economists interviewed expressed confidence that rising demand from millennials combined with an increasing supply of smaller, more affordable homes from home builders will provide a hedge against the headwinds, resulting in a substantial boost in new home sales for the year — although not all agreed with that conclusion.

All the economists interviewed did agree that the market's upward momentum will be strong enough to keep homeownership rates at least flat or rising in 2019. At the end of the day, the best hope for the 2019 housing market seems to be that it will be a "boring" market, reverting to long-term norms following seven years of feast that were preceded by six years of famine.

We asked each economist seven questions relating to housing trends they expect in 2019. To the right is a list of the economists interviewed along with a table of contents for each question covered. Given the wealth of content provided, for each section we highlight a few key take-aways along with the full responses from all the economists.

THE 7 QUESTIONS

- 1 What will be the most important housing market trend(s) in 2019 and why? P 6
- 2 What is your outlook for existing home sales and prices in 2019? Why? Implications? P 9
- 3 What is your outlook for new home sales and prices in 2019? Why? Implications? P 11
- 4 What is your outlook for homeownership rates in 2019? Why? Implications? P 13
- 5 Where are mortgage interest rates headed in 2019? Why? Implications? P 16
- 6 Do you expect a recession in 2019 or 2020, and if yes how will that impact the housing market? P 18
- 7 How will population and job migration patterns impact regional housing trends in 2019? P 20

Answers provided at the end of November 2018.

THE 7 ECONOMISTS

 - Mark Zandi
Chief Economist
Moody's Analytics
 - Lawrence Yun
Chief Economist
National Association of Realtors
 - Aaron Terrazas
Senior Economist
Zillow
 - Len Kiefer
Deputy Chief Economist
Freddie Mac
 - Tendayi Kapfize
Chief Economist
LendingTree
 - Matthew Gardner
Chief Economist
Windermere Real Estate
 - Doug Duncan
Chief Economist
Fannie Mae



- > 12 issues per year delivered to subscriber's inbox monthly and accessible on ThinkRealty.com
- > The latest local, regional, and national market data and insights from the nation's most well-respected and reliable resources
- > Distributed to subscribers and Think Realty Premium subscribers

THINK REALTY'S HOUSING NEWS REPORT DIGITAL EDITION EDITORIAL CALENDAR

Dates are subject to change

ISSUE	AD RSVP/ARTWORK DUE	DISTRIBUTION DATE
January	11/20/18	1/14/19
February	12/20/18	2/5/19
March	1/22/19	3/1/19
April	2/22/19	4/1/19
May	3/22/19	5/1/19
June	4/22/19	6/1/19
July	5/22/19	7/1/19
August	6/21/19	8/1/19
September	7/22/19	9/1/19
October	8/22/19	10/1/19
November	9/20/19	11/1/19
December	10/22/19	12/1/19



PRINT FILE SPECIFICATIONS

We accept the following electronic files:

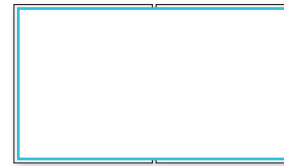
- > Macintosh compatible
- > All fonts and graphic links must be included and all colors must be in CMYK mode
- > For *Think Realty Magazine*: All colors and images must be converted to CMYK mode (no Spot, RGB or Pantone colors)
- > For *Think Realty's Housing News Report*: All colors and images must be converted to RGB mode (no Spot, CMYK 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 at a rate of \$120/hour.

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"



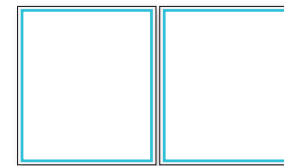
> **Full page**
8.375" x 10.5" + .25" bleed
Live area: 7.625" x 9.75"



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



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



> **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 daily news and content postings on ThinkRealty.com, email blasts and a weekly e-newsletter. Advertising space is available in select communications, including on our website and email platform.

DIGITAL ADVERTISING OPTIONS

WEBSITE DESKTOP BANNER AD ON THINKREALTY.COM

Premium Placement (First ad position on site) \$2,500 (90 days)

Standard Placement (Lower two ad positions) \$2,000 (90 days)

Banner Size: 300x250, 72 DPI to 150 DPI

Maximum file size: 300k

File Formats: JPG, PNG, GIF (no SWF or animation)

Ad Positions: 3 positions, rotating 2 advertisers at a time

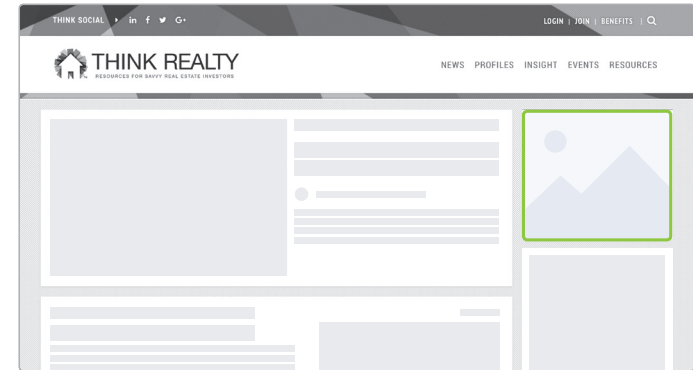
Min. Placement Timing: 90 days placement

Lead Time: 3 business days from receiving correct artwork

Creative guidelines: Advertiser may run up to two creatives at once with the option to change creatives once per month.

Assets needed: Banner artwork and click-through link (a trackable link with UTM parameters is recommended)

Website Reach: 30,000+ web sessions per month



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

E-NEWSLETTER BANNER AD

Think Realty's weekly e-newsletter is published every Tuesday and Friday

Standard 3x Placement \$1,500 (1x/mo for 3 mos)

Banner Size: 300x250px

File Formats: JPG, PNG

Ad Positions: 2 positions each delivery

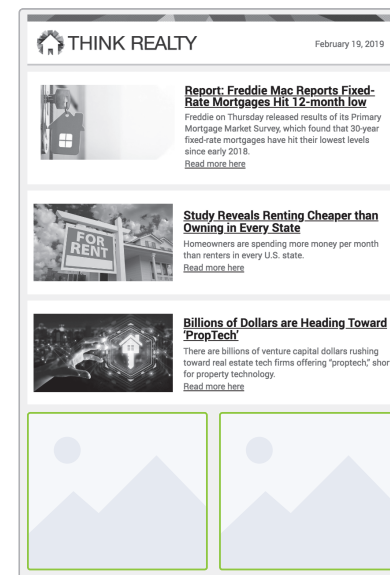
Placement Frequency: One placement per month for three months

Lead Time: Artwork must be received the Friday before a scheduled Tuesday send

Creative guidelines: Advertiser may run different creatives for each placement

Assets needed: Banner artwork and click-through link (a trackable link with UTM parameters is recommended)

Newsletter Reach: 50,000+



> **E-Newsletter Banner Ad**
300 px x 250 px

**Combination package of banner and newsletter placements - save 30% on rate card prices

DEDICATED PROMOTIONAL E-BLASTS

Standard 3x Email **\$4,000 (3x over 3 mos)**

Standard 1x Email **\$1,500 (1x)**

Assets needed: Logo, subject line, one image, headline, email copy, call-to-action button, click-through link (a trackable link with UTM parameters is recommended)

File formats: JPG, PNG for logo and image

Placement Frequency: 3 email sends

Lead Time: Assets must be received 5 business days prior to send date

Creative guidelines: Advertiser may run different creatives for each of the three emails. Advertiser will have the opportunity to review

E-Blast Reach: 30,000+

Note: Inventory is limited and final send dates are based on availability.

SPONSORED CONTENT

Standard Placement **\$1,500****

Assets needed: Logo, subject line, one image, headline, email copy, call-to-action button, click-through link (a trackable link with UTM parameters is recommended)

File formats: JPG, PNG for logo and image

Min. Placement Timing: Article will be posted for at least 30 days

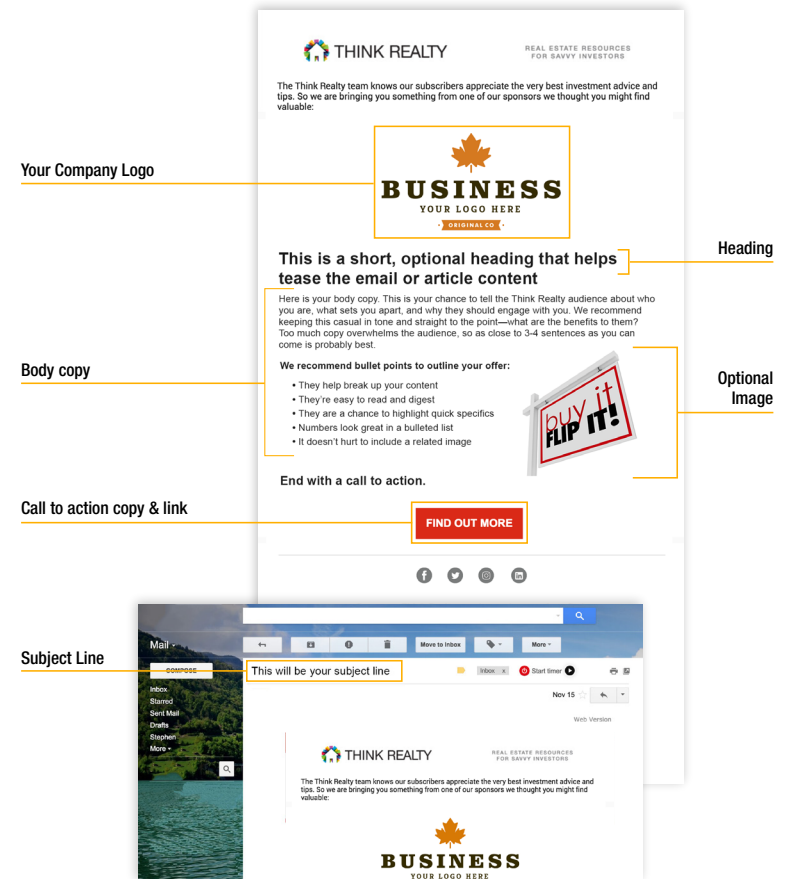
Lead Time: Assets must be received 5 business days prior to website posting date

Website Reach: 30,000+ web sessions per month

Note: Think Realty reserves the right to edit content for brand safety and alignment with approval from the advertiser.

****Combination package of magazine and website sponsored content placements - save \$500 on rate card prices**

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; those that are patently fraudulent, illegal or libelous in their claims and language.



> Dedicated Promotional E-Blast

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. Air times vary by market.

ADVERTISING OPPORTUNITIES

Educational Interviews (40-minute)

30-second Commercial Placement

Sponsorship Opportunities



Markets:

- > **Atlanta** | WAFS 1190 AM | 3 pm
- > **Dallas** | KEXB 620 AM | 10 am
- > **Denver** | KDMT 1690 AM | 12 pm
- > **Miami** | WZAB 880 AM | 2 pm
- > **Minneapolis** | KYCR 1440 AM | 2 pm
- > **Orlando** | WBZW 1520 AM | 2 pm
- > **Sacramento** | KSAC 105.5 FM | 6 am
- > **San Francisco** | KDOW 1220AM | 3 pm
- > **Seattle** | KLFE 1590 AM | 7 pm
- > **Tampa** | WWMI 1380AM | 11 pm

EVENT SPONSORSHIP

Think Realty produces four 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. Think Realty events present a unique opportunity to connect in person one-on-one with captive audiences who are qualified and ready to deal.



2019 NATIONAL CONFERENCE & EXPO SPONSORSHIP OPPORTUNITIES

Sponsorship Benefits: Signage and materials at the event > Recognition on event website & mobile app > Access to networking opportunities with consumers & businesses > Access to attendee contacts via mobile app

Sponsorship Levels:

Title Sponsor (1 per event) 60-minute speaking session on main stage > Double booth > Full page ad in <i>Think Realty Magazine</i> > Keynote Feature piece in <i>Think Realty Magazine</i> > Lunch Sponsor > Think Realty Radio interview > Banner ad in mobile app > Bag insert > 5 event passes > Logo on event website & mobile app > Access to VIP reception	\$16,500	Enhancements Call for pricing > Upgrade to double booth > Think Live! Facebook Interview > Full page ad in <i>Think Realty Magazine</i> > Half page ad in <i>Think Realty Magazine</i> > Think Realty Radio interview > Bag insert > AM coffee sponsor (1 per event) > Friday night VIP reception sponsor (1 per event) > Additional event passes > Post-event email blast > Lanyard sponsor (Title or Platinum sponsors; 1 per event) > Saturday Night After Party > Sunday Workshop > Sunday Lunch Sponsor
Platinum Sponsor (1-2 per event) 60-minute speaking session on main stage > Double booth > Half page ad in <i>Think Realty Magazine</i> > 4 event passes > Logo on event website & mobile app > Access to VIP reception	\$11,000	
Gold Sponsor (6-8 per event) 60-minute breakout session > Single booth > Half page ad in <i>Think Realty Magazine</i> > 3 event passes > Logo on event website & mobile app > Access to VIP reception	\$5,700	
Silver Sponsor 60-minute panelist spot > Single booth > 2 event passes > Logo on event website & mobile app > Access to VIP reception	\$2,650	
Bronze Sponsor Single booth > 2 event passes > Logo on event website & mobile app > Access to VIP reception	\$1,650	
Associate Sponsor 2 passes to the event > Bag insert > Logo on event website & mobile app > Access to VIP reception	\$800	



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

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 SOCIAL | in f | LOGIN | JOIN | Q

THINK REALTY | NEWS & ARTICLES | EDUCATION | EVENTS | RADIO | RESOURCES | DISCOUNTS

SUPPLIER DISCOUNTS

AVAILABLE SUPPLIER DISCOUNTS
Having a Think Realty account includes BIG discounts on products and services from RE industry suppliers. Don't miss out on these opportunities to save and add more profit to your deals!

 SHERWIN WILLIAMS Save up to 50% Activate	 SHERWIN WILLIAMS Receive wholesale pricing on flooring Activate	 SUNBELT RENTALS Save on daily, weekly and monthly rentals Activate
 Barnett Save an average of 15-25% off retail pricing Activate	 National Real Estate Insurance Group Free insurance proposal Activate	 Resourcing Edge Save 50% off employer services: Fortune 500 Benefits, HR, Payroll and Workers' Comp Activate
 Office DEPOT Varied Online & In-Store Savings Activate	 BUILD-A-SIGN REAL ESTATE Save up to 50% and receive free shipping Activate	 REVA GLOBAL Save 50% on Startup Placement Activate

Become a Sponsor
Check out our sponsorship opportunities [Learn more.](#)

TWEET WORTHY

@WeThinkRealty 1 hour ago
Interested in [#ModuleLearning](#)? Then you need to be at the 2019 [@cashflowexpress](#) Note Symposium. Our CEO... <https://t.co/Gu6Cz7b5eQ>

@WeThinkRealty 19 hours ago
How [#Modular](#) Fits Into The Future Of [#RealEstate](#) Construction - a piece from [@FarhadBSCouncil](#) <https://t.co/9FDEUXRYCA>



CREATIVE SERVICES

You've secured your space, now make sure your message stands out! Our Creative Services Team of expert copywriters, designers and advertising experts can help tell your story and showcase your brand in a way that compels your prospects to call, click and connect with you. We can help you make the first impression a lasting impression that gets results.

RATES

Creative Services provides assistance with copywriting and graphic design to fulfill your advertising buy for an additional fee. You will be required to provide input by filling out a project brief document prior to the creative process. Base pricing includes two rounds of revisions. Additional revisions are subject to additional costs.

PRINT AD

> Includes copywriting and graphic design services

1/4 to 1/2 page	\$800
Full page	\$1,000
2-page spread	\$1,500

DIGITAL BANNER AD

> Includes copywriting and graphic design services

Website Banner (no animation)	\$600
E-Newsletter Banner (no animation)	\$600

PRINT AD & DIGITAL BANNER PACKAGE

> Includes copywriting and graphic design services

1/4 to 1/2 page + Website Banner (no animation)	\$1,000
1/4 to 1/2 page + E-Newsletter Banner	\$1,000
Full Page Ad + Website Banner (no animation)	\$1,200
Full Page Ad + E-Newsletter Banner	\$1,200
2-Page Spread Ad + Website Banner (no animation)	\$1,600
2-Page Spread + E-Newsletter Banner	\$1,400

RATES

ADVERTORIAL

- > Includes a call/interview and writing services

600 to 700-word article	\$800
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Print Ad + Advertorial Package	\$1,260
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- > Includes an input call/interview and writing services

Advertorial Guidelines:

- > **Get to the Good Stuff.** The best content is concise and quickly gets to the point. We recommend articles keep a length of 500-700 words.
- > **Be an Authority, Not a Salesperson.** Offer readers something of value, not a heavy sales message. Speak with a voice of authority and thought leader in your industry while showcasing what your brand offers. This approach will engage your readers and make your content more likely to be shared.
- > **Reliable References.** When possible, back up your statements with references and statistics from reliable and respected sources.
- > **Disclosure.** All sponsored articles and posts will be labeled as such, per US Federal Trade Commission Guidelines.
- > **Author Credit.** Add a personal touch to your “Sponsored Content” with the addition of an author name, a short bio, and photo. If you prefer, the article can be credited to your company name.

DETAILS

- > Advertiser will provide a high-resolution logo and any imagery they wish to include.
 - Photos should be at least 300 dpi
 - Preferred logo file type: .eps



THINK REALTY

RESOURCES FOR SAVVY REAL ESTATE INVESTORS

7505 NW Tiffany Springs Parkway
Suite 100
Kansas City, MO 64153

MEDIA SALES

Rodney Halford
rhalford@thinkrealty.com
816-398-4111 x86122

EVENT SPONSORSHIP

John Hayes
jhayes@thinkrealty.com
919-995-4688

Rates as of May 2019.
Subject to change.