



ORLANDO REGIONAL
REALT
ASSOCIATION



Orlando REALTOR® Magazine

The Orlando REALTOR® Magazine serves as ORRA's premier digital publication, connecting with more than 18,000 REALTORS® and affiliate members three times throughout the year. This comprehensive magazine delivers valuable industry insights, association updates, and engaging content that keeps our real estate community informed and inspired.

Each issue features a diverse mix of content designed to educate and entertain, including breaking news from the association and broader real estate industry, reviews and recommendations for the latest technology tools and gadgets that can enhance your business, market trends and analysis to help you stay ahead of the curve, and professional development tips and best practices from seasoned experts.

Orlando REALTOR® magazine offers excellent advertising opportunities for businesses looking to reach Central Florida's real estate professionals. Advertisers benefit from prominent placement within our digital platform, reaching our engaged audience of industry professionals. For enhanced visibility, you can also invest in banner advertisements strategically placed throughout the magazine's content areas, ensuring maximum exposure to our readership of real estate experts and affiliated business partners.

Rates by Consecutive Frequency

Standard Positions	1x	2x	4x
Full	\$999	\$925	\$800
1/2	\$600	\$550	\$475
1/4	\$350	\$325	\$275
Business Card	\$125	\$115	\$100

Premium Positions	1x	2x	4x
Back	\$1,375	\$1,320	\$1,200
Inside Front or Across	\$1,275	\$1,225	\$1,100
Inside Back	\$1,275	\$1,175	\$1,050

In Every Issue:

- President's Message
- CEO Message
- Foundation News
- RPAC News
- Calendar of events
- Article based on theme
- Ads

Specifications

Publication	8.5" x 11"
Trim Size	
Distribution Method	Digital Magazine

Ad Sizes

Width x Height

Full	7.5" x 10" (live/safe area)
	8.75 x 11.25 (bleed)
1/2 Page	7" x 4.25" (horizontal)
	3.25" x 9" (vertical)
1/4 Page	3.25" x 4.25"
Business Card	3.5" x 2"

Deadline Schedule

Publication Target:	Content Deadline*
First Issue (January - April) End of February- Early March	January 15
Second Issue (May-August) Late May-Early June	April 15
Third Issue (September-December) Late October-Early November	August 15

* High resolution (300 DPI) PDF, EPS, TIFF or JPG file due within 7 days

ORLANDO REALTOR® AGREEMENT

Also available at orlandorealtors.org/oradvertising

- ORRA reserves the right to refuse copy deemed objectionable.
- The Association accepts no liability for the technical appearance of any advertising published. The final product of all advertising is the responsibility of the advertiser or its agency. Contract is for ad space only.
- Cancellations: Advertisers may discontinue contracts prior to close date upon a written notice and payment shall be made at rate earned by number of insertions used.
- Ads are placed consecutively and same material will be used unless otherwise specified or submitted by advertiser.
- Discounts: Members of the Orlando Regional REALTOR® Association will receive a ten percent (10%) discount on all advertising in ORLANDO REALTOR® (may not be combined with other discounts). Fifteen percent (15%) commission of gross billing to recognized advertising agencies only, if paid within 30 days and billed to agency. Not applicable with other discounts.
- Advertiser agrees to pay the total amount due upon publication of their ad. Non-members or first-time advertisers shall pay for their first ad in advance.
- Placements are subject to cancellation if ad is not received by material deadline and space shall be charged.
- ORRA reserves the right to deny placement if account is not in good standing.

BILLING

NAME: _____ COMPANY: _____

STREET ADDRESS: _____

CITY / STATE / ZIP: _____

TELEPHONE NUMBER: _____ E-MAIL: _____

AD SIZE

PREMIUM: INSIDE FRONT COVER ACROSS INSIDE FRONT COVER

INSIDE BACK COVER BACK COVER

STANDARD: FULL HALF HORIZONTAL

HALF VERTICAL QUARTER

BUSINESS CARD

MONTHS TO RUN

January - April

May-August

September - December

FREQUENCY

1X

2X

3X

ADVERTISER: _____

AD CONTACT: _____ TITLE: _____

SIGNATURE: _____

DATE: _____ RATE: \$ _____

NOTES: _____