



# Advertising & Sponsorship Packages

The Real Estate Services Providers Council, Inc. is the complete resource for affiliated businesses in the home buying and financing arenas.



# Event Sponsorship Opportunities



**R**ESPRO®'s Annual Conference, Regulatory Compliance Seminars, Audio Seminars, and Quarterly Board of Directors Meetings draw a virtual “who’s who” of the nation’s leading real estate broker/owners and franchisors, mortgage lenders, title insurers/agents, home builders, and others who are building and managing affiliated businesses in the home buying and financing arenas. Review the different levels of sponsorship opportunities RESPRO® has to offer—before, during and after our events.

## Advertising Opportunities

RESPRO® avenues of distribution for your brand and message include our Quarterly Magazine, bi-monthly eNews publication, and our web site at [www.respro.org](http://www.respro.org).

### Quarterly Magazine

RESPRO® produces a quarterly magazine with a readership of approximately 800 of the nation’s leading executives in the residential housing industry. This is the only industry publication that solely focuses on marketplace trends, cross marketing strategies, and regulatory compliance issues that specifically affect their affiliated businesses and strategic alliances.



### Web Site

Our website at [www.respro.org](http://www.respro.org) is a comprehensive library of information on how to create and manage successful legally compliant affiliated businesses and strategic alliances. It receives an average of 6,000 visits and 14,000 page views per month.

### eNews

The RESPRO® eNews, which is published 26 times per year, has a readership of approximately 800 residential housing industry executives that delivers timely alerts on fast-breaking regulatory news that can affect affiliated businesses and strategic alliance.



# Advertising Packages

Select from a variety of advertising options to suit your budget and business objectives. Receive substantial savings when you reserve one of our advertising packages. If you would like to customize a package to suit your company's needs, we can do that to!

## One Year Premium Print and Web Advertising Package

- ▼ Quarterly 4c full page ads in RESPRO® Magazine
- ▼ Quarterly bellybands for RESPRO® Magazine
- ▼ 6-month premium banner location on RESPRO® website www.respro.org
- ▼ 12 premium banner location eNews sponsorships

## One Year Standard Print and Web Advertising Package

- ▼ Quarterly 4c full page ads in RESPRO® Magazine
- ▼ 6-month standard button location on RESPRO® website www.respro.org
- ▼ 9 standard button location eNews sponsorships

## One Year Basic Print and Web Advertising Magazine

- ▼ Quarterly 4c ½ page ads in RESPRO® Magazine
- ▼ 3-month standard button location on RESPRO® website www.respro.org
- ▼ 6 standard button location eNews sponsorships

The rates listed are discounted for RESPRO® members. Non-members please add 25%. If you would like to become a RESPRO® member, contact Rita Reynolds for member details and benefits at 202-862-2051, ext.212.



## Advertising Specifications

### Web Site Advertising

All ads for online advertising must use .GIF or .JPG file formats. Send online ads to rbrevard@respro.org. Please include a hyperlink address and 30-50 words of text describing your company or your product of both.

#### PREMIUM BANNER

Animated, 468 x 60 pixels

#### STANDARD BUTTON ADS

Animated, 120 x 90 pixels

#### ENEWS SPONSORSHIPS

Premium Banner: 468 x 60 pixels  
Secondary Button: 120 x 90 pixels

### Print Advertising

Acceptable ad formats are Quark, Illustrator, or Photoshop for Mac; include all graphic and font files. Graphic files must be 300dpi at 100% image size. Ads should be sent to rbrevard@respro.org by the close date of each issue.

#### AD DIMENSIONS

Full Page (*no bleeds*)..... 7.5" w x 10" h  
Full Page (*with bleeds*)..... 8.5" w x 11" h (trim size) (add ¼" trim extension on all sides; keep live matter ¼" from trim edges)  
Half Page Horizontal.... 7.5" w x 4.75" h  
Half Page Vertical..... 3.5" w x 10" h  
Quarter Page ..... 3.5" w x 4.75" h

### PRINT INSERTS AND BELLYBANDS

Send print inserts and bellybands to: Rae Brevard 2000 L St., NW, Suite 522, Washington, DC 20036. If you have format or material questions, please contact Rae Brevard 317-472-2430 or rbrevard@respro.org. Quantities needed will be provided 1 month before the close date.

#### Inserts for print version of the RESPRO® Magazine should be:

- 8 ½" wide by 11" tall, one or two sided
- Printed on up to 80 lb. text stock

#### Bellybands for wrapping around newsletter should be:

- 18 ½" wide by 5" tall, single sided, 4 color, printed on up to 80lb. text stock

The 18 ½" width will wrap around the publication. Please have your printer apply the adhesive tab at one end, our printer will assembly and close the tab on the back of each issue .

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**RESPRO® Magazine**

If you contract for 2 or more issues you will receive a 15% frequency discount.

- 4c full page ad \$1150.00  
 (add \$200 for a premium position inside front cover, inside back cover or back cover).
- 4c ½ page ad \$450  
 (add \$100 for a premium position inside front cover, inside back cover or back cover).
- 4c ¼ page ad \$300.
- Bellybands \$1150
- Inserts \$700

**Web Site**

Frequency Discounts

Premium Banner – 468 x 60 pixels  
 1x - \$1250  
 3x - \$1000  
 6x - \$800

Standard Button – 120 x 90 pixels

1x - \$450  
 3x - \$300  
 6x - \$150

**eNews**

Premium Banner Location

1x - \$350  
 3x - \$300  
 6x - \$275  
 9x - \$250  
 12x - \$200

**Print and Web Site Insertion Order**

Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Tel \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_

**Method of Payment**

- Check Enclosed (Payable to RESPRO)  
 American Express  Mastercard  Visa

Name as it appears on card \_\_\_\_\_  
 Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Authorized Amount \_\_\_\_\_ Authorized Signature \_\_\_\_\_



**Please remit payment to:**  
 Advertise with RESPRO®  
 2000 L Street, NW, Suite 522  
 Washington, DC 20036

This form with credit card payment can be faxed to 202-478-5053  
 Please do not mail contracts with credit card payments that have been sent via fax

# Event Sponsorship Opportunities

**M**aximize your company's exposure in print, online and on-site with event sponsorship opportunities at the nation's most significant events focusing on affiliated businesses through RESPRO®'s Annual Conference, Fall Seminar, Audio Seminars and Board Meetings.

RESPRO®'s events deliver more distribution channels than any other event for settlement service affiliated businesses. Let these powerful 300+ decision makers in the real estate settlement service arena know exactly where to find you. Review the different levels of sponsorship opportunities RESPRO® has to offer—before, during and after our events.

## **Regulatory Compliance Seminars:**

A one-day seminar focusing on regulatory compliance issues affecting affiliated businesses

**Opening Night Gala:** The excitement starts here as our supportive stellar attendees and first-timers are swept into the seminar's activities.

**Luncheon:** You will be the taste of the afternoon with this event. This is a wonderful networking opportunity for all of the attendees. The sponsor may also place promotional materials on each seat.



**Opening General Session:** Elevate your status through this keynote event! Sponsor may meet the speaker beforehand; introduce the speaker along with saying a few words to the audience. The sponsor may also place promotional materials on each seat.

**Closing General Session:** A prestigious sponsorship! Sponsor may meet the speaker beforehand; introduce the speaker along with saying a few words to the audience. The sponsor may also place promotional materials on each seat.

**Tuesday Networking Reception:** An opportunity for both seasoned attendees and newcomers to network with their peers, and for your name to get out to the attendees before the conference officially ends on Wednesday.

## **For More Information**

Please contact Rae Brevard at  
317-472-2430 or email  
rbrevard@respro.org.



**Mailed Brochure:** More than 3000 potential attendees will receive the seminar prospectus. Be sure your name is front and center.

**Onsite Program:** The onsite program book will serve as every attendee's guide during the seminar. It contains a program-at-a-glance, the program schedule, and speaker presentations just to name a few. Your company's logo will appear on the first cover and you will have your choice of where to place your company's complimentary advertisement.

# Event Sponsorship Opportunities (cont'd)

**Kick-Off Breakfast:** Truly be first on the agenda every morning! This breakfast will be on the first full morning of the event. Use this two-hour eye opener to showcase your company in front of your partners and your potential partners. Sponsors will receive prominent signage to ensure early morning visibility!



**Continental Breakfast:** This breakfast will be on the second morning of the event. Use this one-hour eye opener to showcase your company in front of your partners and potential partners.

**Event Tote Bags:** Your logo, imprinted prominently on one side of this popular bag. This bag will be seen from the halls of the event, airports, and back to the home office.

**Event Name Badge:** Prominently display your logo below every attendee's name—seen all day, at every seminar event.

**Networking Breaks:** Refreshment areas will be highly visible centers of activity during session breaks. Place promotional materials here, or bring company-branded napkins, mints or trinkets. Signs announce your sponsorship. Afternoon breaks will feature fun food—ice cream, cookies and more!

**Belly Bands:** Use this first-time sponsorship to put your company name front and center on our event brochure that is mailed to over 3,000 executives.

## EXHIBITORS

Have your company's materials available for immediate distribution and meet potential partners firsthand. Display your products and services before real estate brokers, mortgage lenders, builders, and title insurers. The cost is only \$1,200 and will include:

- ▼ 1 Complimentary seminar registration
- ▼ Full page 4c ad in the event brochure and full-page 4c ad in the event program
- ▼ Pre and post registration list of attendees

**Room Keys:** All of the hotel guest rooms require a key and they are used several times per day. Why not have your company featured on the key? For the cost, this is one of the best sponsorship opportunities available.

**Name Badge Lanyards:** Your company logo will be imprinted on the lanyard that is attached to attendee's name badges for constant visibility during the event.

**Adopt-a-Room For A Day!** Pick one of four rooms to display your company name and logo all day long! Sponsors will receive a steady flow of attendees eager for the information from our packed sessions.

**Room Drop (plus materials):** Whether you choose to start off their day with a fresh copy of the *Wall Street Journal* displaying your company's name and logo, or leave a small trinket, or a gift certificate, the attendees will appreciate your thoughtful gesture and remember your company's name.

**Turn Down Cards:** What time is the General Session? Answer all of the attendees' scheduling questions with the handy agenda-at-a-glance card. This card will be placed in each attendee's room

and will have the following day's schedule on one side and your company's name, logo and ad on the other.

**Tote Bag Insert:** Your insert or giveaway will be placed in the event tote bags distributed to all conference attendees.



**Notepads & Pens:** RESPRO® attendees will see your message every time they take notes—and use these items long after the event is over. Your logo and message will be on every page of the notepads and your logo will be imprinted on the pens.

**Event Program Advertising:** Your ad in the program will be seen by every attendee repeatedly during the event.

**Water Break:** Bottled water featuring your company's logo will be available to the event registrants. You can place promotional materials, and other trinkets of your choosing.



# Board Meetings

**R**ESPRO®'s Quarterly Board of Director meetings draw the nation's leading settlement service providers who are building and managing affiliated businesses and strategic alliances. As a sponsor, you will be highlighted in front of your current and prospective business partners.



Our Board meetings open with a networking reception and dinner followed the next day with a six hour board meeting focusing on regulatory and legislative activities and their affect on the way affiliated businesses are operated.

## As a sponsor you will be entitled to:

- ▼ Corporate name and logo displayed on all promotional materials
- ▼ Opportunity to say a few words during the networking reception and the opportunity to introduce the speakers during the board meeting
- ▼ 1 month button on RESPRO®'s web site
- ▼ Complimentary registrations for your company
- ▼ Complimentary hotel registration



**You can have  
all of this for the low  
price of  
\$2,500!**





## Audio Seminar Sponsorships

**R**ESPRO® will host several audio seminars to assist you with building and managing our members' affiliated businesses and strategic alliances.

Each registration allows for unlimited listeners in one location! This is a one of kind marketing channel that you can use to maximize your advertising dollars. As a sponsor, you will be highlighted in front of your current and prospective business partners.

Each program is approximately 60 – 90 minutes in length; as a sponsor you will have the opportunity to solely market your products and services to this audience.

### As a sponsor you will be entitled to:

- ▼ Corporate name and logo displayed on all promotional materials, CD covers and transcripts;
- ▼ One free site registration during the seminar;
- ▼ Free audio recording and transcription of the seminar.

**You can have  
all of this for  
the low price of  
\$1,500!**

**Visit us online at  
[www.respro.org](http://www.respro.org)  
for schedule  
information.**

