

REAL ESTATE OUTLOOK  
REACH 1,080  
REALTORS ACROSS ONTARIO  
EACH WEEK  
MEDIA KIT



# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

The screenshot shows a real estate newsletter layout with several advertising options marked with letters:

- A**: RBC Royal Bank MORTGAGE CENTRE banner at the top.
- B**: A profile box for Nella Maria Skulich, a mortgage broker, located below the header.
- C**: A vertical sidebar on the left containing a 'THE LATEST NEWS' section with a 'Guardian' logo and a 'Download your free local news app today' button.
- C1**: A vertical sidebar on the left containing a 'Sound Structure Inc.' logo and a 'Home Inspection services & more' section.
- D**: A 'Market slows, but your house remains a good investment' article with a 'READ MORE' link.
- D1**: A 'Real estate industry trends for 2013' article with a 'READ MORE' link.
- E**: A 'PRODUCT SHOWCASES' section featuring three items: 'iPad with Retina Display', 'Top Producer a cloud based solution!', and 'Real Estate Industry web-based software'.
- F**: A 'FEATURED COMPANIES' section with three entries: 'Agents Equity', 'ROGERS', and 'Lighthouse Inspections'.
- G**: A 'Canadian new home prices rise 0.1 per cent in January' article with a 'READ MORE' link.
- G**: A 'Urban-suburban divide grows in Mississauga as city debates who will pay for a real downtown' article with a 'READ MORE' link.

At the bottom of the newsletter, there is a 'Real Estate Outlook' section with contact information for Frank Humada, Oliver Kirby, and a 'Connect with BREB' section with an email and website link.

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

### C/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

### D/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

### E PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

### F FEATURED COMPANY AD

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

### G TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to the 1,080 realtors across Ontario. (One 90 day cycle)



Leaderboard  
\$2100

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Lower Leaderboard  
\$1750

Image Dimensions  
**580x70**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
\$1500/\$1400

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Skyscraper  
\$1500/\$1400

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



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Product Showcase  
\$1450

Text **five word headline, fifty word description**  
Image Dimensions **175x125** File Format **JPEG, GIF**



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Featured Company Ad  
\$1000

Text **five word headline, twenty-five word description**  
Image Dimensions **125x100** File Format **JPEG, GIF**



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Traditional Text Ad  
\$700

Text **five word headline, fifteen word description**  
Image Dimensions **120x50** File Format **JPEG, GIF**

## CONTACT US

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REAL ESTATE OUTLOOK, POWERED BY  
MULTIBRIEFS, PROVIDES WEEKLY NEWS  
AND INFORMATION TO REALTORS ACROSS  
ONTARIO.

Real Estate Outlook tackles today's most relevant issues, gathered from sources like The Canadian Press, The Globe and Mail, and National Post and the leading industry publications and is delivered to the inboxes of realtors across Ontario.

REAL ESTATE OUTLOOK  
IS A PROFESSIONAL RESOURCE FOR



# TOP TEN REASONS TO ADVERTISE IN REAL ESTATE OUTLOOK:



## CREDIBLE SOURCE

For 58 years, our members have turned to the association as the informational authority of the industry. Advertising in Real Estate Outlook solidifies your place among weekly information provided to BREB members.



## TARGETED DISTRIBUTION

Advertising in Real Estate Outlook allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



## OPT-IN SUBSCRIBER LIST

Subscribers to Real Estate Outlook have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



## RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



## FREQUENCY

Frequency builds awareness. As a weekly publication, Real Estate Outlook ensures your ad will be seen weekly by over 1,080 subscribers.



## AFFORDABLE

Advertising in Real Estate Outlook is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



## YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Real Estate Outlook has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



## IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



## EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Real Estate Outlook.



## TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.