

## Who We Are

The Women's Council of REALTORS® is a nationwide community of real estate professionals who include many of the best and brightest in the business. We are productive people with reliable expertise helping others reach their next level of success. With 15,000 members, WCR is the seventeenth largest women's organization in the U.S.

Based on commission income, WCR members are more than twice as productive as the average REALTOR® and are better established in the business. That, in turn, means they are better connected to the communities they serve.

A "typical" WCR member has 16 years' experience in the business, earns \$99,000 or more in real estate commissions annually, is 53 years old and is married. WCR is an affiliate of the National Association of REALTORS® and is headquartered in Chicago, Illinois.

## What We Do

At WCR we are never standing still. That's why in 2003 we launched an entirely new REALTOR® designation, the Performance Management Network. It's professional training, and a thriving referral network, so powerful it will keep the competition up at night. Our new courses dig deep into the hot topics that are shaping the real estate industry, like effective negotiating, conflict and change management and networking to generate referrals.

## How We Do It

WCR has an established network of 260 local chapters, with volunteer managers trained to position their groups as a business resource center in their REALTOR® communities. With regular networking and educational programming designed to keep our members at the top of their game, it's small wonder that WCR members collectively generate more than \$100 million in commissions annually.

# See

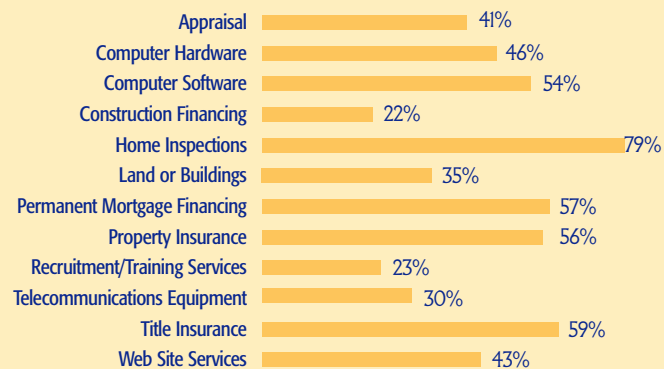
- **Our Meeting Sponsorship Opportunities inside**
- **Connections Magazine information inside**
- **Partnership info back cover**

## At A Glance<sup>1</sup>

- Average WCR member's income from real estate: \$99,000
- Average among all REALTORS®: \$52,000
- Number of WCR members who annually refer business to another WCR member: 7,000
- Percentage of survey respondents who agree that belonging to WCR gives them a sense of professional pride: 94 percent
- Ranking among more than 700 U.S. women's organizations: 17th

## Purchasing Influence<sup>2</sup>

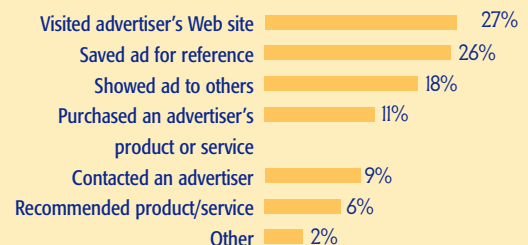
Nearly all members (96 percent) have purchasing influence in one or more of the following product and service areas:



## A Cost-effective Choice<sup>2</sup>

Target a powerful segment of REALTORS® and save. WCR advertising and sponsorships are a cost-effective way to reach REALTORS® among the most experienced and top producing in the residential market. In 2003, a 4-color, full-page ad in REALTOR® Magazine was \$43,629, compared to \$1,763 to run the same ad in WCR's *Connections* Magazine.

WCR members support sponsors and advertisers by taking action. In a 12-month period, 54 percent took one or more actions related to WCR's magazine advertisers:



<sup>1</sup> Independent Membership Survey, Research USA (2002).

<sup>2</sup> Independent Reader Survey, Research USA (2004).

## Partnering With WCR

WCR rewards its top sponsors through generous price discounts, extra promotional opportunities and prime space considerations in *Connections Magazine*. Commit by October 30, 2004 to \$20,000 or more in combined National WCR sponsorships and corporate advertising for 2005, and National WCR will provide a 10-percent total discount on your investment. If your company's total commitment for National WCR is \$30,000 or more, the total discount provided in 2005 will be 20 percent.

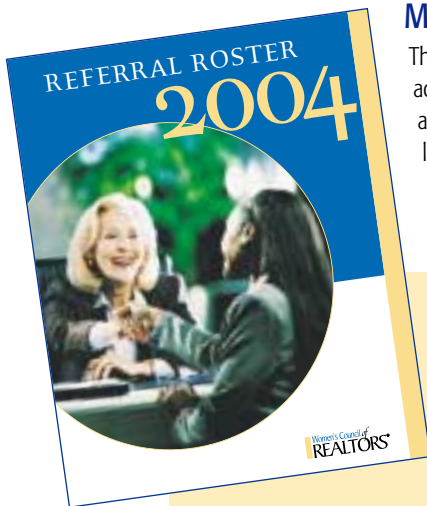
For example, if your commitment to National WCR advertising and sponsorships totals \$30,000, your actual cost would be discounted to \$24,000 and could be conveniently billed to you in 12 monthly installment invoices. Or, if your commitment equals \$20,000, it would be discounted to \$18,000.

Also in 2005, WCR reserves prime cover positions in *Connections Magazine* for these top national sponsors. Additionally, companies that commit \$30,000 or more to National WCR will be permitted to publish WCR's logo with the words "National Sponsor" in their corporate advertisements and be granted space for a tabletop display "booth" near WCR's registration desk at the Midyear Meeting and National Conference in 2005.

National WCR will further publicize any company investing in \$20,000 of sponsorships and advertising in 2005 by publishing a full-page "thank-you" ad in the November/December 2005 issue of *Connections Magazine*, which will include the logos, Web sites and phone numbers for these high-level sponsors.

## Association Discount

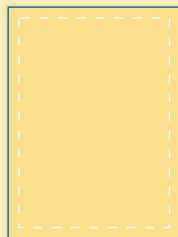
A 15-percent "partner" discount is offered, which can be applied to all 2005 National WCR sponsorships and advertising, to the National Association of REALTORS® and its national affiliate organizations.



## Membership Directory

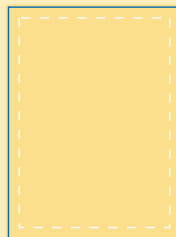
The *Referral Roster*, WCR's official national membership directory, is mailed each June to all active WCR members. This attractive book, which included 439 pages of member listings and ads in 2004, is used by members to locate fellow WCR REALTORS® to whom they are referring leads and business. WCR members average two WCR-related referrals per year. More than 800 WCR members advertised in the 2004-05 *Roster*, and opportunities are also available for corporate advertising, which is published in 4-color on the covers:

### Membership Directory Ad Dimensions



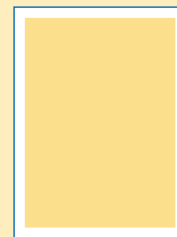
#### Inside front cover

8.5" wide x 11" tall  
(plus 1/16" around for bleed)  
**\$4,590**



#### Inside back cover

8.5" wide x 11" tall  
(plus 1/16" around for bleed)  
**\$4,590**



#### Outside back cover

7.5" wide x 9.75" tall  
(no bleed)  
**\$6,630**

## Contact

Dianna Dearen  
Director, Marketing/Publications  
Women's Council of REALTORS®  
430 North Michigan Avenue  
Chicago, Illinois 60611

Toll free: 800-245-8512  
Direct: 312-329-5967  
Fax: 312-329-3290  
E-mail: [ads@wcr.org](mailto:ads@wcr.org)

## National WCR Meeting Sponsorships

Each year, hundreds of dynamic, highly successful REALTORS® turn to WCR national meetings to learn more to stay competitive in a rapidly changing business and to build a powerful referral network. As a meeting sponsor, you reach real estate professionals who earn twice the annual commission dollars as the average REALTOR® and who are more established in the business. WCR offers magazine, Web-based and in-person promotions.

### All Midyear Meeting and National Conference Sponsorships include:

- Logo hot link on WCR's Web site for 60 days.
- Space to display promotional literature.
- Signage recognizing your sponsorship.
- Two tickets to the annual Awards Banquet, where WCR's National President will recognize your sponsorship.

### WCR Midyear Meeting<sup>3</sup>

May 12-15, 2005 • The Capital Hilton  
Washington, D.C.

#### Program Brochure Sponsorship: \$3,500

Be at the fingertips of attendees through the entire convention by sponsoring the high-quality program brochure. Benefits include:

- Your logo and advertisement in color in the program.
- Space to display promotional literature in WCR's registration area.

#### Cyber Cafe Sponsorship: \$3,500

New to the Midyear Meeting, the Cyber Cafe is destined to be a popular spot where attendees can check their e-mail for free during regular conference hours and network with other agents. Benefits include:

- Signage recognizing your sponsorship at the door of the Cyber Cafe.
- Your logo in the official meeting program.

#### Continental Breakfast Sponsorship: \$6,000

(One breakfast: Friday only)

Say "good morning" to WCR members with coffee, juice, pastries – and your company's promotional message. Our Continental Breakfast, which includes an "Atkins-friendly" option, is one of the best-attended events at the meeting. Benefits include:

- Table space at the door for your tabletop display booth or handouts.
- Networking opportunities at the event for your company representatives.
- Breakfast tables on which to display your literature and give-aways.
- Acknowledgement in the meeting program.

#### Conference Tote Bag Sponsorship: \$5,500

When they check in at the hotel, WCR attendees will receive a conference tote with your corporate logo printed in one color on the outside. Attendees carry their bags throughout the meeting and carry their valuable conference notes and new contacts back to their offices in it.

Benefits include:

- Acknowledgement in the meeting program.
- One flyer insert that is provided by your company and inserted by WCR.

#### Additional Marketing Opportunities for Midyear Meeting

##### Program Book Advertisement: \$500

WCR will insert a full-page flyer promoting your company, provided by you, into WCR's meeting program.

##### Printing: \$1,500

Sponsor the printing of WCR's Midyear Meeting laser-printed and photocopied education session handouts, and your black-and-white logo will be included on each – totaling thousands of handouts!

### WCR National Conference<sup>3</sup>

October 26-30, 2005 • Hilton San Francisco  
San Francisco, CA

#### Program Book Sponsorship: \$5,500

The program is an attractive, indispensable guide for every convention-goer. Members refer to it several times a day. If you're seeking multiple exposures for your message, the program is the place for you. Benefits include:

- Full-page, color ad on program's back cover.
- General convention space to display promotional literature.

#### Welcome Reception Raffle Sponsorship: \$5,500

The popular Welcome Reception, which immediately follows the Opening Session guest speaker, kicks off the convention with a bang. Set the tone with your company's message. Approximately 400 attendees are expected at the reception. Benefits include:

- Networking opportunities at the event for your company representatives.
- A table to display and raffle the prize (prize value = \$100 or more).
- WCR member business cards collected from the drawing.
- Announcement of your sponsorship during the drawing.

#### Cyber Cafe Sponsorship: \$5,500

At the Cyber Cafe, conference attendees can conveniently check e-mail for free during regular conference hours and network with other agents. Benefits include:

- Signage recognizing your sponsorship at the door of the Cyber Cafe.
- Your logo in the official meeting program.

#### Continental Breakfast Sponsorship: \$8,200

(Two breakfasts: Choose Thursday or Friday)

The Continental Breakfast offers you a "captive audience" of grateful WCR members. Enjoy coffee, juice and pastries while you promote your company's message. Benefits include:

- Networking opportunities at the event for your representatives.
- Breakfast tables on which to display your literature and give-aways.
- Acknowledgement in the meeting program.

#### Additional Marketing Opportunities for WCR's National Conference

##### Program Advertisement: \$800

Include your company's full-page, color advertisement in WCR's meeting program, which is regularly referenced by conference attendees.

##### Printing: \$1,900

Sponsor the printing of WCR's National Conference laser-printed and photocopied education session handouts, and your black-and-white logo will be included on each – totaling thousands of handouts!

<sup>3</sup> Held in conjunction with National Association of REALTORS® meetings.

# The WCR Connection



Being the official national publication of the Women's Council of REALTORS® has its advantages. Top-notch circulation is a big part of the equation. WCR's 15,000 member-subscribers choose to renew their paid memberships annually—unlike controlled-circulation magazines, which may rely on mailing lists that are years old. This is particularly important in the real estate industry, where first-year agent turnover is high. If a reader didn't ask to receive a magazine—or, more importantly, they are not a REALTOR® anymore—then why would they act after seeing your ad in it?

WCR members turn to *Connections* not only for up-to-date information about upcoming industry events but also the how-to feature articles they need to excel on the job. And it's the best place to find out what's going on in WCR. In 2005, the magazine will be jam-packed with the practical techniques that professionals need to jump to that next level of business and personal success. Each issue will feature articles from leading experts in real estate and interviews with top WCR agents sharing their "secrets to success."

## WCR Leadership Academy

(For WCR Local Chapter Presidents)

August 5-7, 2005 • Sheraton Gateway Suites O'Hare Rosemont, IL

### Academy Sponsorship: \$10,000

By choosing this sponsorship, ensure that your competitors will stay at home! With the Academy Sponsorship, WCR will guarantee your company exclusive sponsorship rights to this event in your product category (see enclosed list of product categories).

Benefits include:

- A tabletop display in a high-traffic area for the duration of the event.
- Exclusive sponsorship rights in your product category.
- Your logo on printed promotional material distributed to attendees during and prior to the event.
- Your logo included on the outside of the high-quality conference tote bag.
- A custom insert into the tote bag, to be provided by your company and inserted by WCR.
- An editorial blurb in *Connections* Magazine recognizing your sponsorship.
- Networking opportunities at the event for your company representatives.
- The Academy Chancellor will thank you during the Opening Session, a high-attendance event.

### A Trusted Support System

WCR members are experienced, top-producing real estate professionals who are highly committed to our organization, which they view as a trusted support system and "industry home." Ninety-four percent of members report feelings of professional pride and satisfaction in their WCR memberships.<sup>2</sup> This commitment is further illustrated through participation. Four out of five *Connections* articles are written by WCR members. Almost all interviewees are WCR members.

### Magazine Appeal'

Ninety-four percent of readers rate *Connections* Magazine as "excellent" or "good" for its overall graphic appeal, including layout, cover design and photos. When asked if they see a link between reading *Connections* and using the information provided to perform better on the job, 77 percent rated *Connections* as "very" or "somewhat valuable." Compared to other publications received, 50 percent of readers rated *Connections* as "one of the best" or "better than average."

### Distribution

*Connections* Magazine is mailed bimonthly to all active National WCR members. In addition to frequent profiles of dynamic, top-producing WCR members, a range of topics are covered in *Connections*, including prospecting success, risk reduction, personal strategies for success, marketing roadmaps and industry forecasting.

### Agency Commission

A 15-percent agency commission is offered on gross space, color and position charges. No agency commission will be honored when account is past due.

### Contract Policy

Advertisers are required to submit a signed advertising agreement to confirm ad placement. First-time advertisers must submit full payment prior to publication for the amount of the initial insertion.

### Payment

Payment is due in full within 30 days of invoice.

### Cancellations

Written cancellations must be received 60 days prior to publication. These can be faxed to 312-329-3290.



# The WCR Connection

## Contact

Dianna Dearen  
 Director, Marketing/Publications  
 Women's Council of REALTORS®  
 430 North Michigan Avenue  
 Chicago, Illinois 60611

Toll free: 800-245-8512  
 Direct: 312-329-5967  
 Fax: 312-329-3290  
 E-mail: ads@wcr.org

## Submission Requirements

### Production Work

Halftones, screens, enlargements and reductions are \$29 extra per ad.  
 Additional pre-press work will be billed at cost to the advertiser.

### Mechanical Requirements

**Printing:** Web offset

**Paper:** 60# Gloss Text

**Trim size:** 8" wide by 10.75" tall

**Binding:** Saddle stitched

**Materials:** *Connections* Magazine accepts electronic ad files from a range of original application software, including Pagemaker, Illustrator, Photoshop, Quark Xpress and InDesign. It is preferred that files are Tiff (tif), EPS or high-resolution PDF. Please be sure to embed all fonts and images. No Jpeg (jpg) files please.

- Traditional professional graphic arts software such as previously stated is preferred. *Connections* does not support publication of electronic ads created in Microsoft or Corel Draw. File resolution for both the final file and/or all embedded graphic elements should be 300 dots per inch (dpi) or higher to ensure maximum published quality. For embedded images, Tiff and EPS files are preferred.
- Please send separate files for all embedded images and fonts that are included in the final ad. All color ads are published with CMYK 4-color process. Please provide at least one high-quality color printout of your ad with the file submission.

### To Re-run a Previous Ad

If your ad has been published within one year and no changes/updates have been made to the ad file, simple notification to the *Connections* editor of your intention to re-run the ad will suffice. To do this, e-mail the previous issue of publication or "title" of the ad to ads@wcr.org. Please note, if you are a multi-issue advertiser and you do not submit a new ad for an issue, WCR will re-run your ad from the last issue in which you appeared.

### Full-page Guidelines

WCR can accommodate a bleed for any full-page ad. For any bleed, we need a minimum of 1/8 inch all around to get the desired effect. The finished size of the ad is 8 inches wide by 10.75 inches tall. We do our best to resize ads that are submitted in non-standard sizes, but, as always, having your ad sized for *Connections*' specific dimensions ensures quality of final publication.

## 4-Color Ad Rates

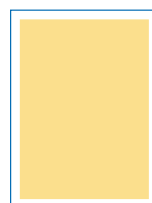
Inside Front Cover = \$1,836  
 Inside Back Cover = \$1,836  
 Outside Back Cover = \$1,874

SIZE	1x	3x	6x
Full	\$1,798	\$1,751	\$1,692
2/3	1,698	1,645	1,581
1/2	1,586	1,549	1,459
1/3	1,167	1,119	1,061
1/4	1,040	1,018	949
1/6	902	876	833

**To receive the black-only ad rates, e-mail request to ads@wcr.org.**

## Ad Sizes

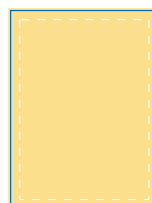
- All live matter should be keep 0.50" from edge.
- Trim size of magazine is 8" x 10.75."
- Bleeds should be 0.125."



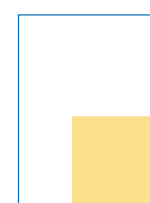
**Full Page - No Bleeds**  
7" x 9.75"



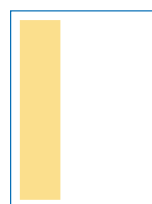
**Half Page - No Bleeds**  
7" x 4.75"



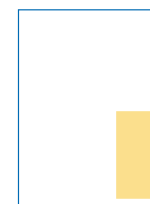
**Full Page - Bleeds**  
8" x 10.75" trim size  
8.25" x 11" with bleeds



**Third Page - No Bleeds**  
4.6" x 4.75"



**Third Page Column - No Bleeds**  
2.2" x 9.5"



**Sixth Page - No Bleeds**  
2.2" x 4.75"

## Deadlines

2005 Issue	Ad Deadline	Editorial Emphasis	Special Features
Jan/Feb	November 29	Negotiation Strategies & Practice	Roundtable article on key technology products for REALTORS®.
March/April	January 28	The Franchise Issue	Diversity article for Fair Housing Month.
May/June	March 25	Technology Trends	National meeting distribution: Midyear Meetings for WCR & NAR.
July/Aug	May 27	Top Producer Profiles	Article on real estate investing for REALTORS®.
Sept/Oct	July 29	Business Planning & Systems	Special feature: Conducting closings online. What works?
Nov/Dec	September 30	Networking & Referrals	National meeting distribution: WCR's National Conference & NAR's REALTOR® Expo.

430 N. Michigan Avenue, Chicago, Illinois 60611 • 800-245-8512 • ads@wcr.org

## Advertising Insertion/Sponsorship Order Form

Please print clearly and complete all fields. Fax form to Dianna Dearen at 312-329-3290.

### Advertiser/Sponsor's Information:

Date: \_\_\_\_\_

Advertising/Sponsoring Company (as should appear in print) \_\_\_\_\_

List Representing Company, if different \_\_\_\_\_

City \_\_\_\_\_ State/Zip \_\_\_\_\_

Your Name \_\_\_\_\_ Title \_\_\_\_\_

Company Phone \_\_\_\_\_ Your Direct Line \_\_\_\_\_

E-mail \_\_\_\_\_ Web Site \_\_\_\_\_

### We wish to advertise in the following issues of *Connections Magazine* in 2005:

Jan/Feb    March/April    May/June    July/Aug    Sept/Oct    Nov/Dec

Ad Size \_\_\_\_\_ Cost Per Issue \_\_\_\_\_ Total Cost \_\_\_\_\_

Do you have a special position request? \_\_\_\_\_

WCR tries to accommodate position requests whenever possible. Please note that prime cover positions are reserved for top sponsors whose 2005 commitments exceed \$20,000 for combined sponsorships and advertising. (See Advertising & Sponsorship Opportunities brochure.)

### We wish to sponsor the following in 2005 and understand that advance payment is required 30 days prior to the event:

#### WCR Midyear Meeting

May 12-15, 2005

The Capital Hilton, Washington, D.C.

\_\_\_\_\_ Continental Breakfast .....\$6,000  
 \_\_\_\_\_ Conference Tote Bag .....\$5,500  
 \_\_\_\_\_ Cyber Cafe .....\$3,500  
 \_\_\_\_\_ Program Brochure.....\$3,500  
 \_\_\_\_\_ Program Book Insert .....\$ 500  
 \_\_\_\_\_ Handout Printing .....\$1,500

#### WCR Leadership Academy

August 5-7, 2005

Sheraton Gateway Suites O'Hare, Rosemont, IL

\_\_\_\_\_ Academy Sponsorship .....\$10,000

#### WCR National Conference

October 26-30, 2005

Hilton San Francisco, San Francisco, CA

\_\_\_\_\_ Continental Breakfast (2 available) .....\$8,200  
 \_\_\_\_\_ Cyber Cafe .....\$5,500  
 \_\_\_\_\_ Program Book .....\$5,500  
 \_\_\_\_\_ Welcome Reception Raffle.....\$5,500  
 \_\_\_\_\_ Handout Printing .....\$1,900  
 \_\_\_\_\_ Program Book Ad.....\$ 800

#### Please list your product category:

\_\_\_\_\_ Appraisals  
 \_\_\_\_\_ Association  
 \_\_\_\_\_ Automotive  
 \_\_\_\_\_ Broker/Franchise  
 \_\_\_\_\_ Computer Hardware  
 \_\_\_\_\_ Computer Software  
 \_\_\_\_\_ Cosmetic  
 \_\_\_\_\_ Education Provider  
 \_\_\_\_\_ Inspections  
 \_\_\_\_\_ Magazine/Publication  
 \_\_\_\_\_ Mortgages  
 \_\_\_\_\_ Personal Marketing  
 \_\_\_\_\_ Promo/Give-away Products  
 \_\_\_\_\_ Telecommunications/PDA  
 \_\_\_\_\_ Title Insurance  
 \_\_\_\_\_ Web Services  
 \_\_\_\_\_ Other \_\_\_\_\_

**Your Signature** \_\_\_\_\_ **Date** \_\_\_\_\_