



8. Third party advertising page – (available option)

### **evansEmedia “Agent-Broker e-Magazine”**

- Same features as plan 1
- Personalized to the real estate practitioner including cover page, page 2.
- \$99.00 one time setup (to create your full page ad) and \$25.00 per month.

### **Options**

**Your personalized Market Conditions Video Webcast**, standalone version and included in your e-magazine (see [sample](#)) **\$349.00**

**Articles created by MLS/Associations insertion** - \$50 per page camera ready “PDF”, content only \$150 per page (we will provide the layout).

**You may include an “Advertiser page”** - \$50 per page camera ready “PDF”.

#### **Advertiser “Ad” Page - \$150 (graphics and design only)**

Third- party full page ad (graphic and layout included, additional layout, design and production fees may apply).

#### **Listing Advertising Page - \$150**

Full-page ad of a single listing or multiple listings by individual agent or office.

Financial cooperation between neighboring Associations is encouraged.

\*Additional discounts may apply, please contact us with your requirements.

---

### **Why an e-magazine?**

It's about the content, not the technology.

Boasting the top experts in their fields, evansEmedia provides real estate news that informs, not alarms your consumers. For the first time, national and local news and advice come together to help you put your market conditions into perspective.



The result is that buyers and sellers are better informed and more likely to act. You've heard the sizzle sells the steak. The Evans Ezine is produced by evansEmedia to be visually dynamic, distinctly different from typical Website features and newsletters.

Your agents can use your ezine to spread the word, or they can order their own ezine and add their listings and personal news to your preapproved edition.

The Evans Ezine - it's a real page-turner.

***Why is it important for the MLS or Association to take a lead role in the creation and distribution of real estate news for consumers?***

Several reasons. The news media hasn't been kind to the real estate industry nor its consumers. Reporting is scantily researched and relies heavily on scare tactics.

That makes for news that is neither accurate nor put in perspective. Also, there's little relationship drawn between the factors that truly impact a market - jobs, development, commercial real estate and local incentives. That's why national news has little in common with what's really happening in most local markets.

As the demise of the Sunday real estate edition of the *LA Times* attests, the news media is hurting. Therefore, the opportunity has never been better for MLSs and Associations to seize the moment to become the preferred source for real estate news in their area.

It's a sure way the MLSs and associations can make themselves and their members stronger.

***More on MLS Statistics***

This feature puts the MLS/Association front and center as the local market conditions authority and go-to source for forward-looking data as well as past performance. Easy to understand Graphs and charts will be included in each presentation.

\* Special offer through March 31, 2010.

