

A person's hands are shown typing on a laptop keyboard. The background is a blurred image of the laptop and the person's arms. A black rectangular box is overlaid on the center of the image, containing the text 'WIRE NEWS' in white, bold, sans-serif font.

WIRE NEWS

OVERVIEW

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REACH AND DEMOGRAPHICS

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WEBSITE ADVERTISING

TOTAL REACH | **1.2 MILLION+ REAL ESTATE PROS**

DEMOGRAPHICS



80%

MOBILE USERS



52.5%

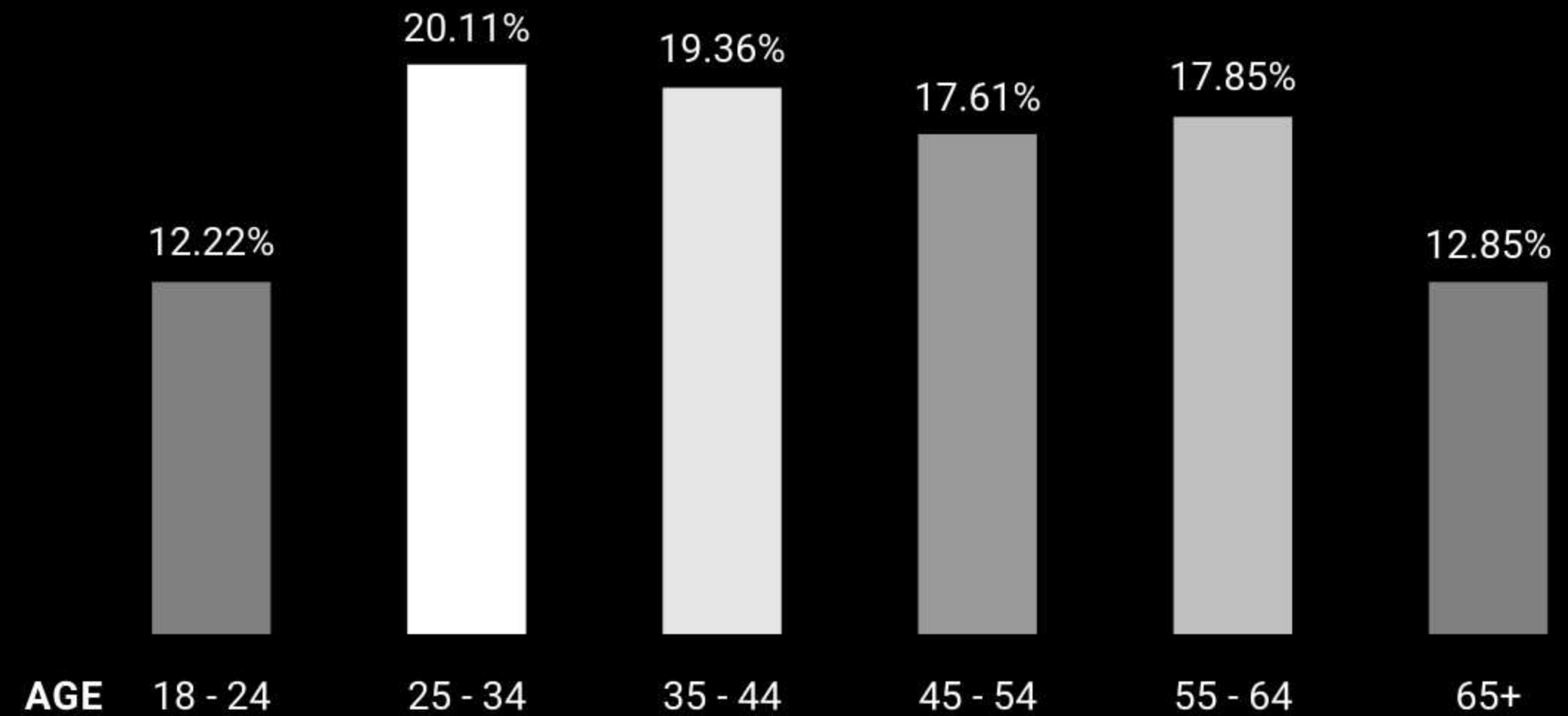
MALE



47.5%

FEMALE

SUBSCRIBER AGE BY PERCENTAGE

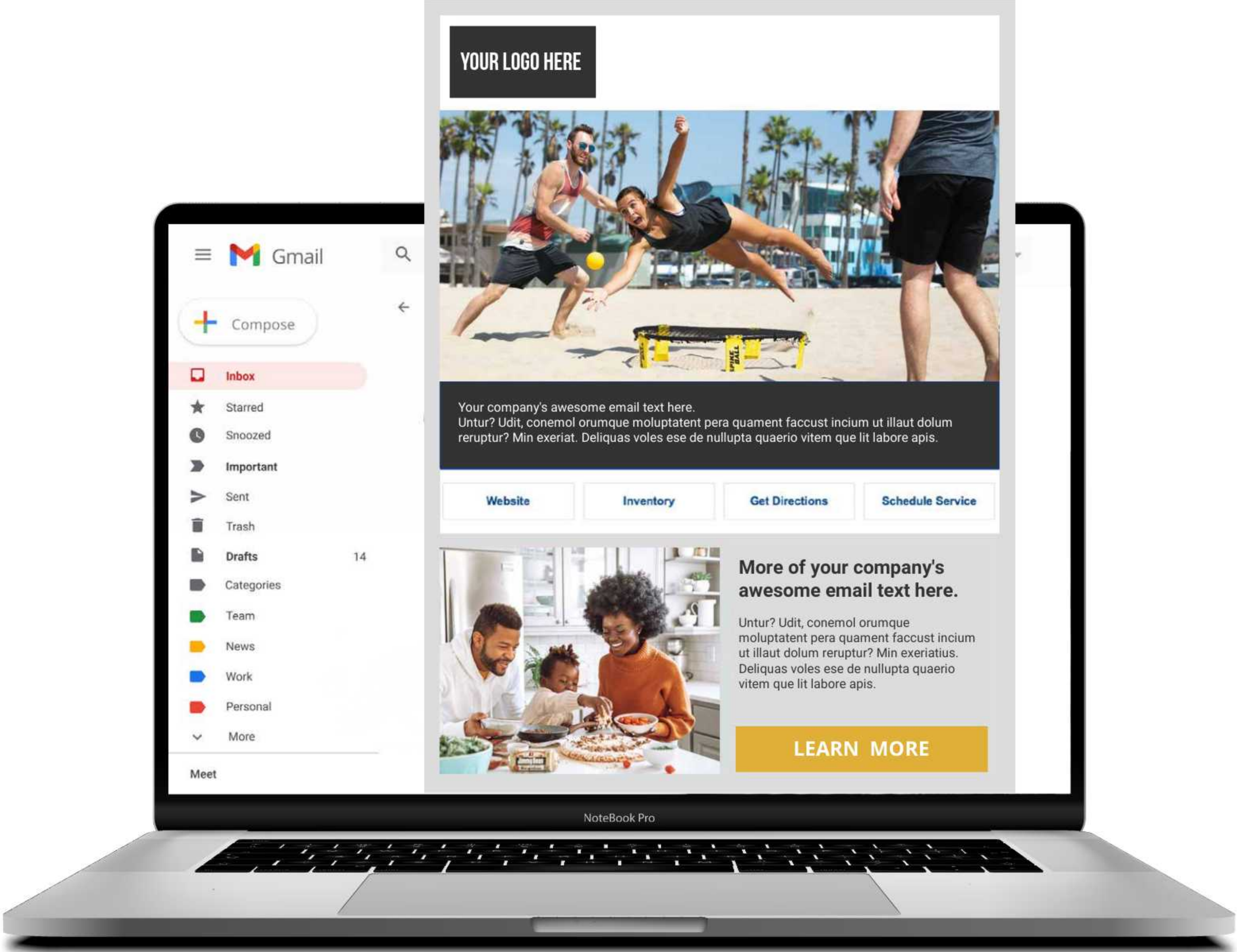


CUSTOM EMAIL BLAST

Share your branded message with Real Estate Professionals

This option allows you to share your branded message with 1.2 million+ real estate professionals. Whether nationally or regionally based, a custom email blast is the surefire way to gain the exposure your company needs. With an average email engagement rate of over 25%, the email blast does the work for you.

Numbers are subject to change.
Accurate as of 11/30/2022



CUSTOM EMAIL BLAST

PRICING



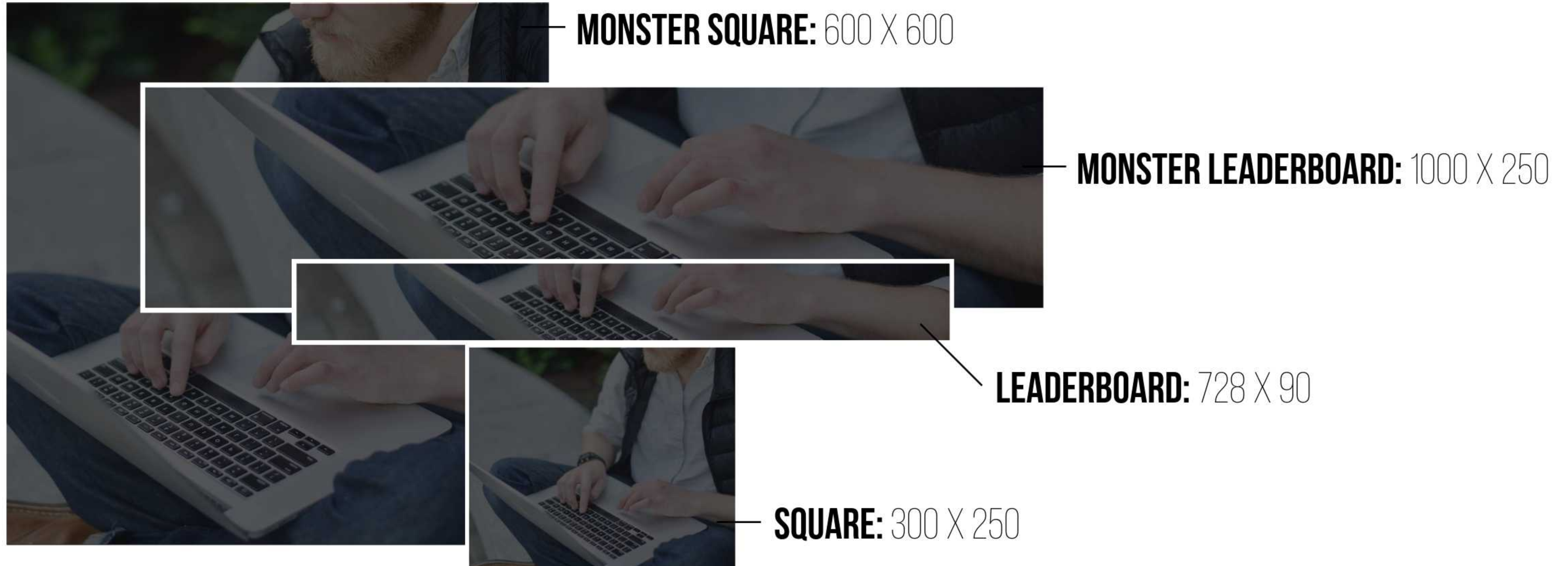
NUMBER OF EMAILS	PRICE PER ONE EMAIL
1	\$10,000
6	\$8,000
26	\$6,000
52	\$4,000

BULK PRICING

By state pricing available.

NEWSLETTER BANNER ADS

Morning, Afternoon, and Sunday editions are available. All mobile banners are reactive.



NEWSLETTER ADS

PRICING

- Combinations of varying-sized banners are available in bulk discount pricing.
- By state pricing available

MORNING EDITION
Available Monday - Saturday.

BULK PRICING

AD SIZE	PER WEEK	3 WEEKS	26 WEEKS	52 WEEKS
MONSTER SQUARE 600 X 600	\$3,000	\$2,500	\$2,250	\$2,000
MONSTER LEADERBOARD 1000 X 250	\$3,000	\$2,500	\$2,250	\$2,000
LEADERBOARD 728 X 90	\$2,500	\$2,250	\$2,000	\$1,500
SQUARE 300 X 250	\$1,500	\$1,250	\$1,000	\$750

NEWSLETTER ADS

PRICING CONTINUED

• By state pricing available

AFTERNOON EDITION Available Monday - Saturday.

AD SIZE	PER WEEK
MONSTER SQUARE 600 X 600	\$3,500
MONSTER LEADERBOARD 1000 X 250	\$3,500
LEADERBOARD 728 X 90	\$3,000
SQUARE 300 X 250	\$2,000

SUNDAY EDITION

AD SIZE	PER SUNDAY
MONSTER SQUARE 600 X 600	\$700
MONSTER LEADERBOARD 1000 X 250	\$700
LEADERBOARD 728 X 90	\$500
SQUARE 300 X 250	\$350

SPONSORED ARTICLE

COST: \$5,000

Most companies' greatest struggle is getting in front of people. This option concentrates focus on your company with an average 31% click to open ratio.

All eyes are on you. Did you just win a big award? Boast about it! Do you have the solution to a common problem? Share your secrets! Are you dropping a new product? Yeah, you know what to do.

Sponsored articles stay on www.WREnews.com. What does this mean? Share it on your database. Blast it on your social platforms. Your readers can come back again and again.



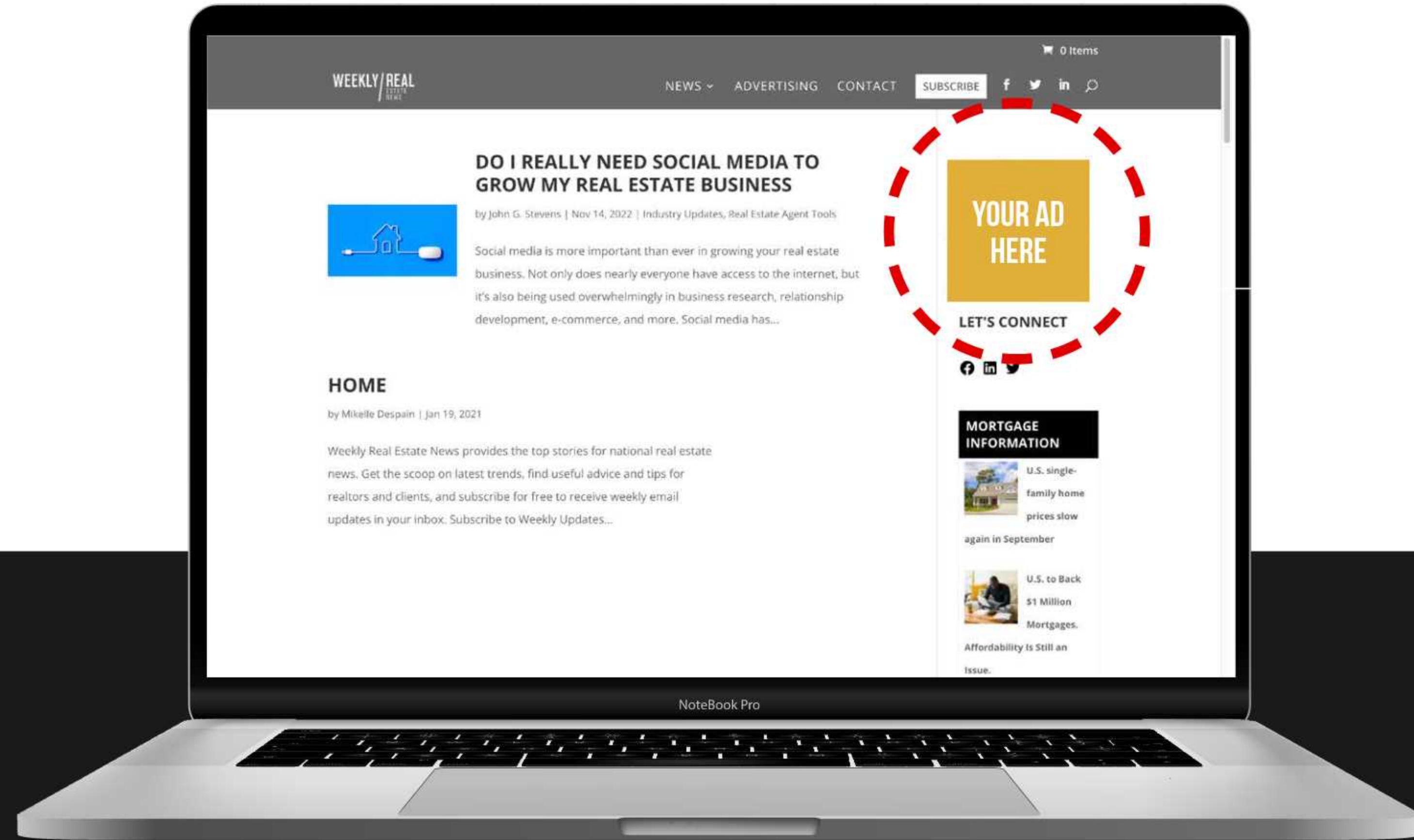
Sponsored Article Example

WEBSITE ADS

Share your branded message with Real Estate Professionals

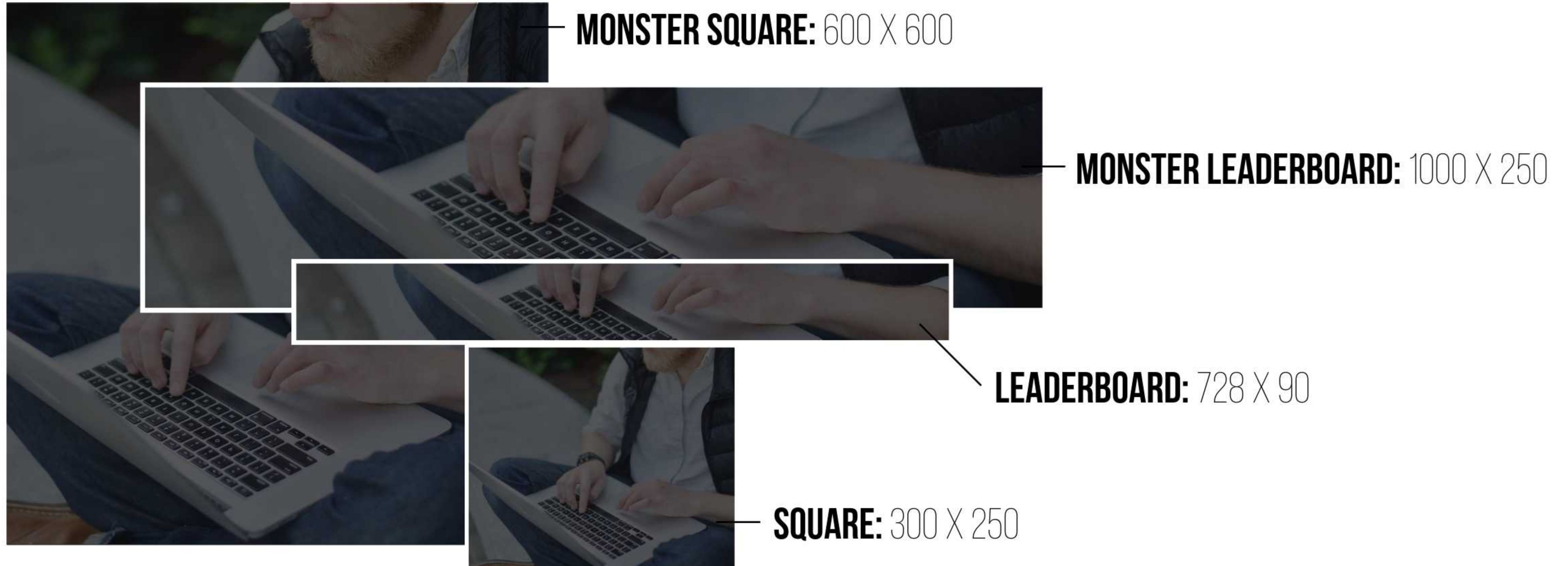
Here, your ad will be placed in a rotation and is not limited to views. Averaging monthly impressions currently sit at well over 1 million.

- State or geofenced options are available
- Numbers are subject to change. Accurate as of 11/30/2022



WEBSITE ADS

All mobile banners are reactive.



WEBSITE ADS

PRICING

AD SIZE	PER WEEK
MONSTER SQUARE 600 X 600	\$3,500
MONSTER LEADERBOARD 1000 X 250	\$3,500
LEADERBOARD 728 X 90	\$3,000
SQUARE 300 X 250	\$2,000

ADVERTISING GUIDELINES

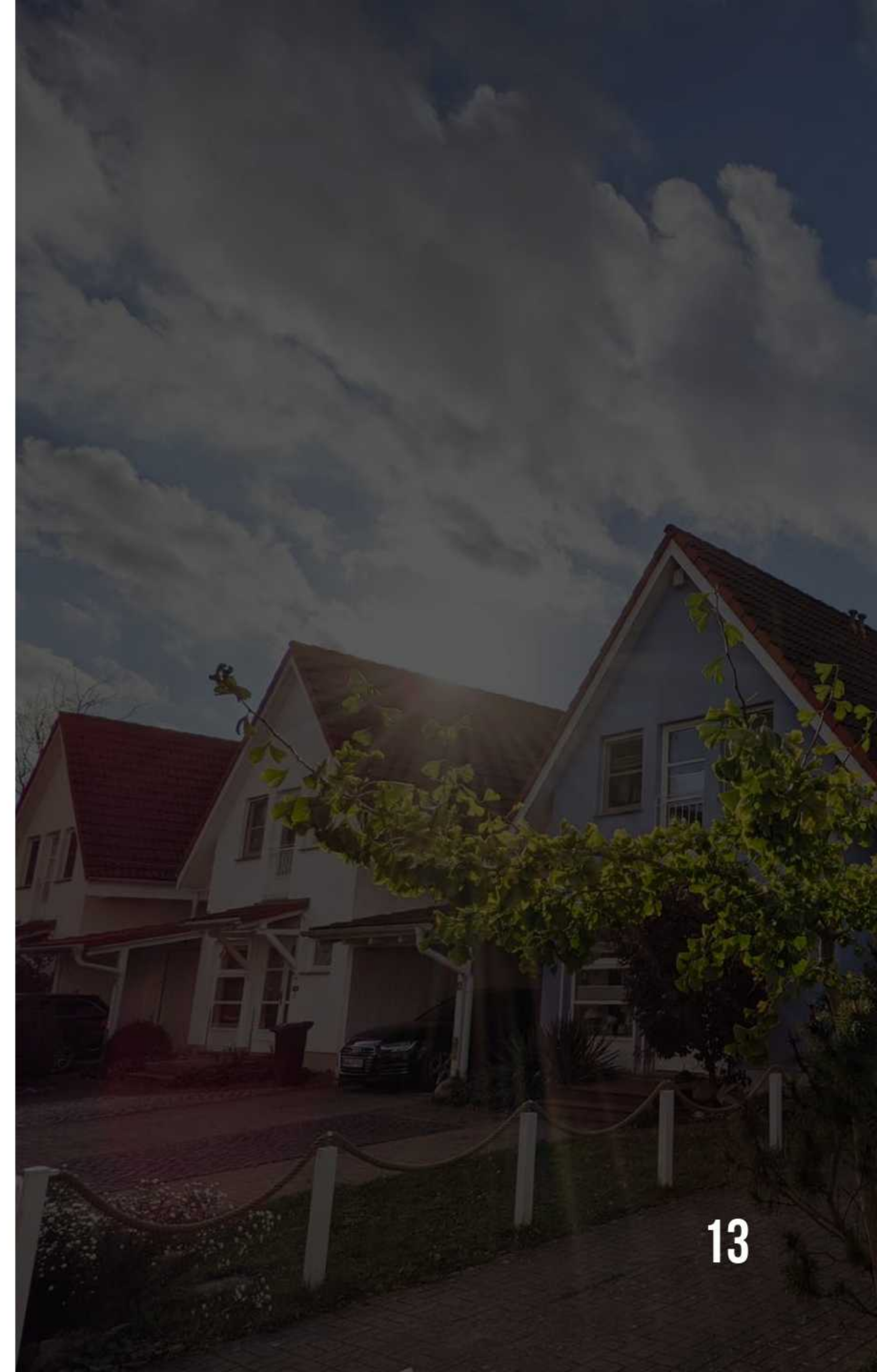
Any client needing banner artwork in order to place an ad, will be charged no less than \$500. Exact costs will be agreed upon at time of insertion. WRE reserves the right to accept, retract, or reject any advertisement at any time.



- **File size:** Below 1M per unit
- **Image types:** PNG (preferred), JPG, GIF
- **Max looping:** 30 Seconds
- 3rd party ad serving allowed
- Provide linking URL with ad creative submission; third-party tags must be live at the time of submission to enable thorough testing before launch
- Linking URLs must be domain name based and cannot be the IP address
- We strongly recommend that Rich Media ads be submitted in HTML 5 technical requirements



- Advertisements cannot resemble WRE content and creative cannot use the WREnews name or logo without preapproval from WREnews.com
- Cookies are not allowed





WREnews.com