



Wisconsin REALTORS® Association

2023 Media Kit

Print | Web | Video | Events & Sponsor-

Contact

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About the WRA
Magazine
Legal Update
Online Advertising
Ad Requirements



About the **Wisconsin REALTORS®** Association

About the WRA

The Wisconsin REALTORS Association (WRA) is one of the largest trade associations in the state with more than 18,000 practicing real estate sales professionals, brokers, appraisers, inspectors, attorneys, loan officers and more.

The WRA is committed to helping REALTORS succeed. The WRA offers a toll-free legal hotline, continuing education, advocacy, monthly housing statistics and industry publications.

Reaching Your Audience

The WRA offers a number of options for you to reach your target audience ranging from print publications to online advertising. The WRA's flagship publication, Wisconsin Real Estate Magazine, is the largest statewide real estate magazine in Wisconsin, covering industry news, legislative developments, sales tips, technology reviews, housing statistics and more. The WRA also publishes a monthly

CREATE YOUR OWN CAMPAIGN



Print

Wisconsin Real Estate Magazine Legal Update



Web

wra.org



Social

wra.org/facebook
wra.org/twitter
wra.org/youtube
wra.org/linkedin



Video

wra.org/youtube
wra.org/videocenter

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Member Magazine

Wisconsin Real Estate Magazine



Highlights

Wisconsin Real Estate Magazine is the only statewide real estate magazine in Wisconsin. It is the vital link between paying members and the statewide organization. It provides more than 18,000 readers with industry news, legal topics, sales tips, market trends, legislative updates, technology articles, product reviews and more.

Circulation Statistics

Wisconsin Real Estate Magazine has a circulation of:

18,500 with a readership of **22,200**
 and is mailed **11** times a year

Target Audience

REALTORS®	Bankers
Brokers	Attorneys
Appraisers	Lobbyists

WISCONSIN REAL ESTATE

WRA A PUBLICATION OF THE WISCONSIN REALTORS® ASSOCIATION

MAGAZINE

February 2022 Vol. 38, No. 4

Reader Stats

Inside this Issue:

Implicit bias in real estate

Annual REALTOR® Recognition

Contract drafting 101

- 90%** read EVERY ISSUE
- 69%** spend OVER 10 MINUTES reading each issue
- 23%** read it COVER TO COVER
- 39%** keep the magazine FOR SIX MONTHS OR MORE
- 93%** are SATISFIED OR BETTER
- 5%** share articles through SOCIAL MEDIA

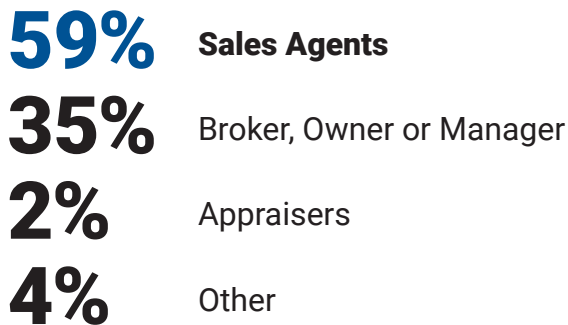
Member Magazine

Wisconsin Real Estate Magazine

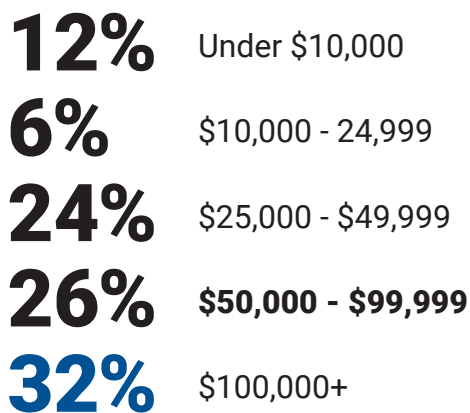
Audience Profile

Wisconsin Real Estate Magazine targets Wisconsin real estate professionals better than any other magazine or newspaper in the state of Wisconsin. Below is a picture of what our target audience looks like.

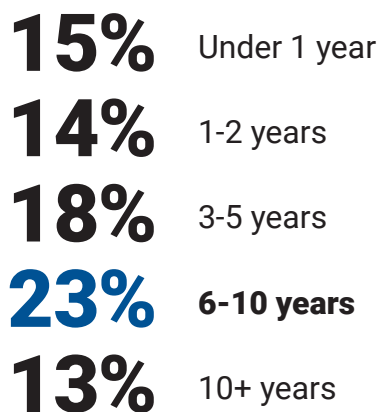
AUDIENCE



INCOME



YEARS IN BUSINESS



Female

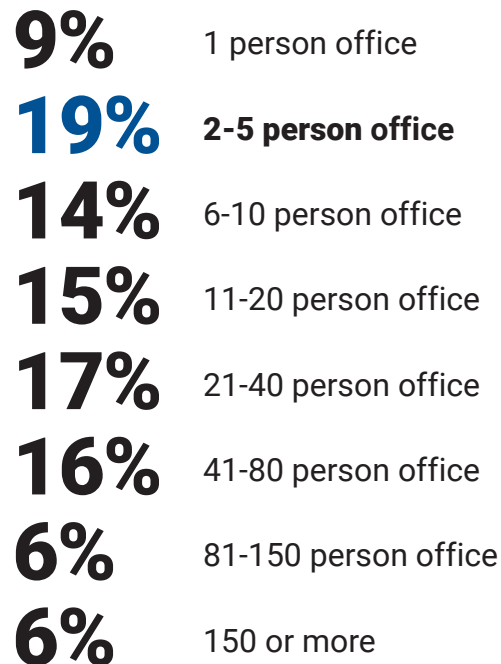
53%



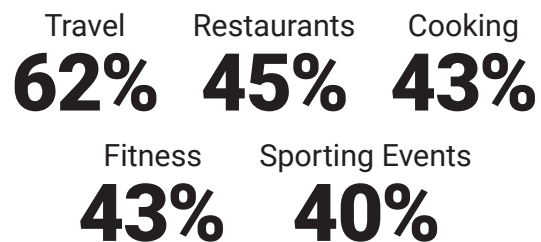
Male

47%

OFFICE SIZE



INTERESTS



Member Magazine

Wisconsin Real Estate Magazine

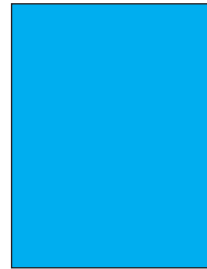
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All sizes are non-bleed dimensions.
For full bleed, add 1/8" to all borders.

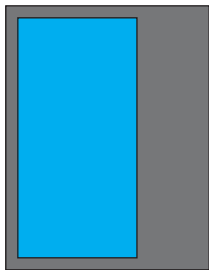
Display Advertising Options



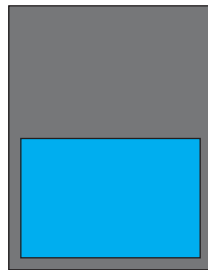
Two Page Spread
17" x 10.875"



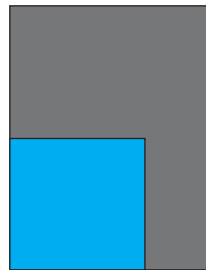
Full Page Spread
8.5" x 10.875"



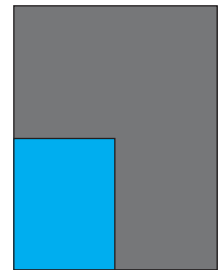
2/3 Page Vertical
5.0" x 9.375"



Half Page Horizontal
7.5" x 5.3125"

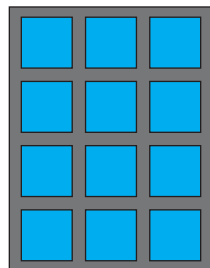


1/3 Page Horizontal
4.25" x 4.875"

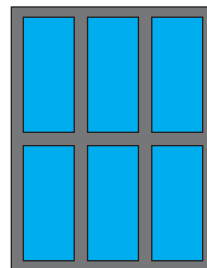


1/4 Page Horizontal
3.5" x 4.875"

Classifieds and Referral Advertising Options



Single Stack Classified
2.25" x 2.25"



Double Stack Classified
4.5" x 2.25"

Member Magazine

Wisconsin Real Estate Magazine

Please note:

All sizes are non-bleed dimensions. For full bleed, add 1/8" to all borders.

*Rates subject to change without notice. Please call 608.241.2047 for latest pricing.

Display Advertising Rates

Black & White	Dimensions	1x	3x	6x	12x
Full page (trim size)	8.5" x 10.875"	\$805	\$720	\$650	\$585
2/3 page vertical	5" x 9.375"	\$630	\$570	\$520	\$455
1/2 page horizontal	7.5" x 5.3125"	\$520	\$460	\$420	\$370
1/3 page horizontal (box)	4.25" x 4.875"	\$320	\$290	\$260	\$230
1/4 page vertical	3.5" x 4.875"	\$255	\$240	\$210	\$190

Four Color	Dimensions	1x	3x	6x	12x
Full page (trim size)	8.5" x 10.875"	\$1,250	\$1,080	\$975	\$875
2/3 page vertical	5" x 9.375"	\$1,030	\$925	\$840	\$750
1/2 page horizontal	7.5" x 5.3125"	\$915	\$825	\$745	\$675
1/3 page horizontal (box)	4.25" x 4.875"	\$690	\$620	\$555	\$500
1/4 page vertical	3.5" x 4.875"	\$575	\$520	\$460	\$420

Covers	Dimensions	1x	3x	6x	12x
2 nd cover (trim size)	8.5" x 10.875"	\$1,325	\$1,185	\$1,060	\$960
3 rd cover (trim size)	8.5" x 10.875"	\$1,290	\$1,165	\$1,040	\$935
4 th cover (trim size)	8.5" x 10.875"	\$1,350	\$1,215	\$1,090	\$985

Other	Dimensions	1x	3x	6x	12x
Page 1 & 2 (trim size)	8.5" x 10.875"	\$1,205	\$1,080	\$970	\$870
Two page spread	17" x 10.875"	\$1,805	\$1,630	\$1,460	\$1,320
Classified Ad (single / double)	2.25" x 2.25"	\$65 / \$130	\$60 / \$120	\$55 / \$110	\$50 / \$100
Referral ad	2.25" x 2.25"	NA	\$60	\$55	\$50

Inserts	Dimensions	1x	3x	6x	12x
Available upon request.					

About the WRA
Magazine
Legal Update
Online Advertising
Ad Requirements

Member Magazine

Wisconsin Real Estate Magazine

2023 Magazine Deadlines

Issue	Space Closing	Materials Due	Drop Date
January	Dec. 1	Dec. 15	Jan. 13
February	Jan. 2	Jan. 16	Feb. 1
March	Feb. 6	Feb. 20	Mar. 1
April	Mar. 2	Mar. 16	Apr. 5
May	Apr. 3	Apr. 17	May 7
June	May 1	May 15	Jun. 7
July	Jun. 5	Jun. 19	Jul. 5
August	Jul. 3	Jul. 17	Aug. 2
September	Aug. 7	Aug. 23	Sept. 7
October	Sept. 4	Sept. 18	Oct. 4
November	Oct. 2	Oct. 16	Nov. 1

About the WRA Magazine Legal Update Online Advertising Ad Requirements



LEGAL UPDATE
A MONTHLY GUIDE TO WISCONSIN REAL ESTATE LAW & POLICY
DECEMBER 2013, 12-12

2013 REALTOR® Highlights

Another year rapidly races by and REALTORS® may wonder if they have missed something important among all of the new developments that occurred in 2013. This Legal Update attempts to bring members up to date on any legislation or practice tips that they may have missed this past year. Summaries of legal issues from 2013 are followed with one or more publications or other resources that may be reviewed for a more complete discussion of the particular topic.

This update highlights many of the headlines and practice pointers that have appeared throughout 2013 in the Legal Update and the Wisconsin Real Estate Magazine. These summary items are arranged by subject, including offers to purchase, legislative developments, specialized transactions, land use, mortgage, office management, commissions, professionalism and a miscellaneous grouping.

Offers to Purchase

The offer to purchase section begins with an overview of drafting pointers. Next are some tips for working with different offer provisions and addenda, some disclosure reminders, final responses when the closing falls down, and a discussion of the most common remedies that a party might pursue when the deal falls apart.

Drafting Pointers

Although many of these pointers focus on offers, for the most part they also apply to listing contracts, amendments, leases and other written proposals that a licensee might draft. These include the necessity of being a written agreement, using objective standards, which is required for an actual listing acceptance, agency contract requirements, offer elements, offer drafting tips, counter-offers, using approved forms, a recap of some bad habits REALTORS® should strive to forget, and the importance of recording real estate interests.

Get it in Writing

An offer is invalid per Wis. Stat. § 706.02(1) until it is signed and delivered. When a cooperating broker is informed that the buyer's offer was accepted, and there is no written documentation of such to the offer, the broker is not a contract. Too often brokers relay the seller's spoken message of "acceptance" to the buyer, and the buyer does not understand that the warm fuzzy feeling is a illusion. Verbal acceptance may be promising but they are not valid contracts. If the time for listing acceptance passes on the offer, either the buyer or seller can initiate counter-offers to submit the timeline to allow for the necessary written acceptance and delivery.

IN THIS ISSUE

- P1 Offers to Purchase
- P6 Legislative Developments
- P8 Specialized Transactions
- P11 Land Use
- P12 Mortgage
- P13 Office Management
- P15 Commissions
- P16 Professionalism
- P17 Miscellaneous

Wisconsin Real Estate Magazine, See "Follow It When You See It" in the July 2013 edition at www.wra.org/WREM/July13/

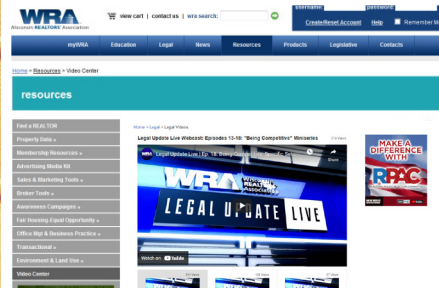
Writing

Real estate contracts such as listing contracts, buyer agency agreements, offers, lease contracts and deeds must be in writing to be valid and enforceable according to Wis. Stat. §§ 240.30 and 706.02, and Wis. Admin. Code § HERS 24.05.

REALTOR® Practice Tip: A verbal message that the seller accepts an offer or the buyer agrees to the terms of a proposed amendment is not binding unless it is confirmed in writing!

Objective Standards

According to the Wisconsin Supreme Court, an offer to purchase may be void for indefiniteness if the financing contingency is not drafted with enough details. A financing clause stating, "This offer to purchase is further contingent upon the purchaser obtaining the proper amount of financing" was deemed unenforceable for lack of definite terms in *Genrich Realty Co., Inc. v. Wm. J. Wm. 2d 89, 125 N.W.2d 347 (1965)*. As the Wisconsin Court of Appeals explained in *Maple v. Nelson, 103 Wis. 2d 658, 462, 339 N.W.2d 387 (2d Cir. 1993)*, "a contract is illusory when the contract is conditional on some fact or event that is wholly within the promisor's control and the fact or event is about to be left wholly to his [or her] own will and discretion."



WRA
WISCONSIN REALTORS® ASSOCIATION

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resources


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Advertising Resources
Leases & Licensing Tools
Broker Tools
Advertising Campaigns
Fair Housing Equal Opportunity
Office Mgt & Business Practice
Transactions
Mortgage & Land Use
Special Cases

Legal Update Live Videos
Legal Update Live Webinar: Openline 101: "Being Competitive" Wisconsin
Legal Update Live Webinar: Openline 101: "Being Competitive" Wisconsin
MAKE A DIFFERENCE WITH PC

Publications Legal Update



WRA
WISCONSIN REALTORS® ASSOCIATION



Top Legal News

2022 Case Law Update: Court Upholds Denial of Property Subdivision

Among the cases decided by the Wisconsin Supreme Court in 2021 was *Anderson v. Town of Newbold*, 2021 WI 6, where the court upheld the ruling that the Town of Newbold had the authority to deny Michael Anderson's request to subdivide his property under Newbold's subdivision authority pursuant to Wis. Stat. § 236.45. The issue before the court was whether the Town of Newbold Ordinance § 13.13 is a zoning ordinance or a subdivision ordinance.

The town denied Anderson's request to subdivide his property because the two resulting lots would not meet the town's applicable minimum shoreland frontage requirement in Ordinance § 13.13. Anderson contended the town's minimum frontage requirement was unenforceable because it was a shoreland zoning regulation that the town did not have the authority to enact. The town asserted the requirement is permissible under its subdivision authority.

The circuit court ruled the town ordinance was a subdivision ordinance under Wis. Stat. Ch. 236, not a zoning ordinance. The Court of Appeals affirmed, concluding the ordinance was a lawful exercise of the town's subdivision authority. The Wisconsin Supreme Court concurred, concluding that Ordinance § 13.13 was not a zoning ordinance because it does not concern the use of land or separate compatible and incompatible land uses, which is a key indicator of a zoning ordinance. Therefore, the court ruled the ordinance was a permissible exercise of town subdivision authority and affirmed the decision of the Court of Appeals.

This case was a WRA Legal Action Case.

Highlights

The *Legal Update* examines real estate law and takes an inside look at handling legal matters in the field. In contrast to *Wisconsin Real Estate Magazine*, this publication is designed as a legal journal and offers fewer than two advertising positions per issue. Space is limited on a first-come, first-serve basis. The electronic version is distributed through WRA's Legal News email.

16,500 addresses emailed
12 times a year

Target Audience

Real Estate Brokers
Owners
Managers
Sales Agents

Publications Legal Update

Advertising Rates

A *Legal Update* advertising campaign includes an ad in the WRA's *Legal Update* and logo recognition in WRA's monthly *Legal Update* video.

Black & White	Dimensions	1x	3x	6x	12x
Full page (trim size)	7.25 x 10	\$420	\$380	\$345	\$315
1/2 page horizontal	7.25 x 5	\$370	\$330	\$300	\$280
1/4 page vertical	3.625 x 5	\$185	\$165	\$150	\$140

*Rates subject to change without notice. Please call 608.241.2047 for latest pricing.

2022 Legal Update Deadlines

Issue	Space Closing	Materials Due	Drop Date
January	Jan. 2	Jan. 16	Jan. 30
February	Feb. 6	Feb. 20	Feb. 27
March	Mar. 11	Mar. 25	Mar. 28
April	Apr. 3	Apr. 17	Apr. 31
May	May 7	May 21	May 28
June	Jun. 5	Jun. 19	Jun. 26
July	Jul. 7	Jul. 16	Jul. 23
August	Aug. 30	Aug. 14	Aug. 28
September	Sept. 4	Sept. 18	Sept. 25
October	Oct. 3	Oct. 17	Oct. 24
November	Nov. 6	Nov. 20	Nov. 27
December	Dec. 3	Dec. 17	Dec. 24

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Website Visitor Stats

303,067 VISITORS annually

1.5 MILLION PAGE VIEWS annually

2:11 MINUTES per visit

2.74 PAGE VIEWS per visit

OVER 100,000 WEBSITES LOGINS annually

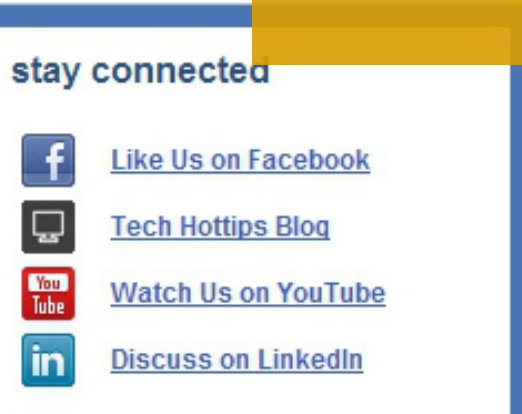
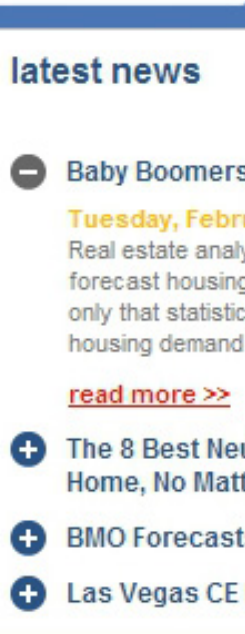
33% of traffic from MOBILE DEVICES

70% of them on from iOS DEVICES

what's happen



Legal Hottips



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Online Advertising WRA Website



Highlights

Advertising on the WRA website is a perfect way to reach WRA members. Banner ads can be purchased on the WRA website for as low as \$40 per month (or \$3 CPM). Ads are published to the side navigation bar within interior pages on the website with no more than seven other advertisers.

You can also target your ad to appear only in specific sections of the WRA website or purchase premium positioning on the main homepage. Banner ads are great ways to generate further interest in your products and services beyond traditional print media.

Online Advertising **WRA Website**

Website Banner Ad Rates

Banner Ad	Dimensions	1x	3x	6x	12x
Banner ad (interior pages)	215 x 160 pixels	NA	\$50	\$45	\$40
Section sponsor ad	215 x 160 pixels	NA	\$40	\$35	\$30

*Rates subject to change without notice. Please call 608.241.2047 for latest pricing.

WRA Adversting Ad Specifications

Mechanical Requirements

For ad sizes and dimensions, please refer to your rate card.

Digital Requirements

All ads must be submitted electronically. No hard copies will be accepted. If you require design services, please contact the WRA at 608.241.2047.

Accepted Media

Email

CD-ROM

If file sizes are still too large, the WRA recommends signing up for a **FREE** sendthisfile.com account

File Formats

Print Ads

hi-res PDF (preferred. please embed all fonts)

hi-res JPG (all images 300 dpi or higher)

Banner Ads

JPG (96 dpi or higher – RGB output only)

GIF (96 dpi or higher – RGB output only)

Bleeds

Please pull edges by 1/8" past the trim size (.0125).

Color Ads

Please submit ads using CMYK colors only.

Production Charges

Materials that do not meet the above requirements will incur production charges. The WRA cannot assume responsibility for reproduction quality as a result of materials furnished incomplete, not conforming to spec or provided in poor condition.

WRA Adveresting Ad Specifications

Submission Guidelines

Please send ads to **robu@wra.org**.

If you wish to submit your ad by mail, please send your files and a hard copy proof to:

Wisconsin REALTORS® Association
4801 Forest Run Road, Suite 201
Madison, Wisconsin 53704-7337
Attention: Rob Uhrina

Contract Policy

All advertisers are required to sign a space reservation advertising agreement to confirm ad placement.

Terms

The WRA reserves the right to reject or cancel advertising material deemed by the WRA “nonconforming” with the guidelines and specifications as outlined above, inconsistent with license law, NAR’s Code of Ethics or other applicable laws. Advertisements refused may include but are not limited to those that are in direct competition with the WRA, advertising specific properties or business opportunities for rent or for sale, or firm advertisements that involve agent recruitment. Advertisements promoting a firm or franchise are acceptable. The WRA does not accept political ads. Acceptance of all advertisers and copy is subject to approval by the WRA. The advertiser will indemnify and hold the WRA harmless from and against loss of expense resulting from claims or suits upon contents or subject matter or adjustments including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement.

Cancellations

Cancellations are not refundable after the the ad submission due date.