

# MOUNTAIN HOMES ILLUSTRATED

**FULL PAGE COLOR Advertising from  
under \$230 Per Month.\***

\*For contract advertisers

**EACH ISSUE ACTIVELY CIRCULATED  
FOR 10-12 WEEKS**

## ADVERTISING RATES (2024)

**FULL PAGE**  
**\$595/\$545\***  
Additional Pages  
@ \$495

**HALF PAGE**  
**\$395/\$345\***

**1/4 PAGE**  
**\$245/\$195\***

**\*** Lower Rate Requires 2x Insertion (Changes allowed). Standard page setup is included (Up to 16 listings per page). Custom page design available by quote at \$40 per hour.

### CONTRACT DISCOUNT:

- 6-Issue Commitment includes 10% Discount)
- 4-Issue Contract: 5% Discount

### RERUN DISCOUNT:

10% Discount when you rerun any ad with no changes.

### AGENCY DISCOUNT:

5% Discount for Press-Ready PDF, or InDesign files to our specifications.

TERMS: Net 30 days. 2% Late Charge plus \$10.00 Statement Charge for Each 30 Day Period Past Due.

**COLOR REPRINTS OR POSTCARDS AVAILABLE IN SHORT OR LONG RUN QUANTITIES**

## 2024 ISSUE DATES ( 5 x Yr.)

### MATERIALS DUE • DISTRIBUTION DATES • SHELF LIFE

SKI SEASON 2024	<u>January 11th**</u>	Feb 2 - Apr 12	(10 Weeks)
SPRING BREAK	<u>March 21st**</u>	Apr 12 - Jun 21	(10 Weeks)
4TH OF JULY	<u>May 30th**</u>	Jun 28 - Sep 6	(10 Weeks)
LABOR DAY	<u>August 15th**</u>	Sep 6 - Nov 22	(11 Weeks)
HOLIDAY SEASON	<u>October 31st**</u>	Nov 22 - Feb 7, 2024	(11 Weeks)

\*\*Extend 1 week for submission of "Press Ready" materials.

**MOUNTAIN HOMES PUBLISHING, INC. • 8601 W Cross Dr STE F5 BOX 306 • Littleton, CO 80123**  
**(303) 941-0849 • Email: [craigbaker@mtnhomes.com](mailto:craigbaker@mtnhomes.com)**

# In order to present your property to the most Mountain Property Buyers, we advertise in ***MOUNTAIN HOMES ILLUSTRATED***



For a PDF of this map go to <http://mtnhomes.com/distributioncloud.pdf> or email [craigbaker@mtnhomes.com](mailto:craigbaker@mtnhomes.com)

# MOUNTAIN HOMES ILLUSTRATED

## ✓ **LOW COST - HIGH QUALITY PRINT SOLUTION**

- Printed materials are an irreplaceable means of introducing buyers to your services and sampling the available inventory of properties for sale. People can get a quick overview of the types of properties, and typical pricing.
- Our Full Magazine size has high visibility and doesn't get lost in the shuffle like smaller format brochures and pamphlets. All pages are full color glossy on heavy stock, and full pages are available for around \$200.00 per month on an annualized basis.
- These magazines are also extremely persistent. By printing on good quality paper stock you ensure a spot on coffee tables and nightstands long into the future.

## ✓ **LONGEST SHELF LIFE**

- Each Issue remains in active circulation with frequent restocking for an average of 10 weeks. This allows you more time to do what you do best: List and Sell Real Estate!

## ✓ **LARGEST PRINT RUN**

- We print up to 20,000 copies per issue. This is as many as 4 pallets of magazines. We have seen our competition delivered on a SINGLE small pallet.

## ✓ **EXTENDED DISTRIBUTION**

- Still the only magazine with significant distribution outside of Summit County. In fact we have distribution from Glenwood Springs to Denver. Including many Denver area real estate offices and high traffic super-market locations. We also have high visibility in Park County, Custer County, Chaffee County, Grand County, West Boulder County, Estes Park and Steamboat Springs.
- In addition to our little green houses, we lease rack space at every available Safeway store in these areas.

## ✓ **FULLY WEB INTEGRATED**

- With MTNHOMES.COM we provide the largest non-mls database of Colorado Mountain Property on the web. Each listing in the magazine is assigned a Quicklink whereby readers can instantly view additional pictures and information.

## ✓ **NATIONAL WEBSITE: [USAHOMESEARCH.COM](http://USAHOMESEARCH.COM)**

We are part of a national network of real estate publications that receives over 250,000 monthly visits with and over 4 million page views.

## ✓ **FREE BROKER / AGENT WEBSITES**

Personalize your site to match your brand. Upload your logos, personal photos and set the scheme to your personal preference.

## ✓ **PRINTABLE BROCHURES**

Interested parties can print out info sheets on your listings, or you can use these in your brochure box.

## ✓ **SINGLE PROPERTY WEBSITES**

We automatically assign a short URL for each listing that you can use in your print advertising or easily email to your client base. This short URL can be set to display your third party virtual tour or redirect to an outside website.

## ✓ **INSTANT "VIRTUAL" HD SLIDESHOWS**

Simply upload from 1 to 50 photos and we will create a fully automatic slide show. These tours are fully portable and can be emailed to clients via a simple link.

## ✓ **AUTOMATIC LISTING SYNDICATION**

We present your best listings to Wall Street Journal (WSJ.com) at no extra charge and exclusively through USAHomeSearch.org which includes nearly 100 unique real estate websites in our network of magazine publishers. Incoming web traffic is monitored and you can even be notified whenever your listings are viewed on these partner sites.

## ✓ **QR CODES FOR EVERYTHING**

A Smart QR Code is automatically created for each of your listings. You can save the QR Code images and use on your signs or brochures or anywhere you wish.

## ✓ **FREE MOBILE MARKETING PACKAGE**

Your listings are automatically reformatted to be displayed on smart phone screens.

## ✓ **TEXT MESSAGING & SMS ALERTS**

Buyers can view information about a property via a simple text message while actually in front of the property and you are immediately notified. Text messages have recently surpassed phone calls in volume and the demographics are quickly improving as Generation X comes of age.

## ✓ **FRAMABLE LISTING DATA**

You can display only your listings within a frame or link to them from another website.

## ✓ **SELLER COMMUNICATION**

When you enter a listing, you are sent a pre-written letter which can quickly be forwarded to your seller. This gives them much of the information above, and demonstrates your commitment to marketing their property.

## ✓ **FREE OPEN HOUSE ADS**

Post your upcoming or ongoing open houses and have them displayed on the front page of [MTNHOMES.COM](http://MTNHOMES.COM) at no charge.

## ✓ **FREE "PRICE REDUCED" ADS**

Whenever you lower a price, your listing is automatically advertised as Price Reduced via a prominent button on the front page of the site.

## ✓ **FREE FEATURE PROPERTIES**

You are permitted to place one property each day on the front page of [MTNHOMES.COM](http://MTNHOMES.COM) in our Featured Property area. This is another nice marketing service to your seller and it doesn't cost a dime.

## ✓ **WEEKLY TRAFFIC REPORTS**

Each week you receive an email with details on site visits and inquiries so you can see which listings are being seen the most and from where that traffic originates.

## ✓ **GRAPHICAL MAP SEARCH**

Property searchers can quickly see the newest listings represented on GoogleMap® graphically identified by the type of property and view the terrain via satellite imagery.

## ✓ **SEND TO FRIEND OR PROSPECT**

Users can privately forward a link to properties of interest to each other, or you can use this tool to nudge an existing prospect with an interesting property.

**CALL US AT (303) 941-0849 OR EMAIL [CRAIGBAKER@MTNHOMES.COM](mailto:CRAIGBAKER@MTNHOMES.COM)**